ignite
The same powerful tools.
A stunning new platform.
With a fresh new look, Ignite houses the robust products our customers know and love, including company intel (DRL), menus (MenuMonitor), consumer (CBM) and Technomic’s Report Libraries.

Technomic is gearing up to debut the data platform you’ve been waiting for. Inspired by your business’ needs for comprehensive and global search results all in one sleek interface, Ignite delivers the necessary tools and insights to support your growth initiatives. Launching in Summer 2017.

**Crafted by Technomic. Built for you.**

### One-Stop Shop
Access operator intelligence all in one place using Ignite’s company profiles, spanning over 3,000 brands.

### Now on Mobile
Place industry-first tools and in-depth data right in your pocket and access insights on-the-go with our newly designed platform optimized for mobile.

### Predictive Analytics
Uncover the ingredient adoption curves of the past and get informed insight on which trends your customers will be craving tomorrow.

### Grab-and-Go Reports
Ignite’s powerful analytics engine recommends the future flavors that are most suitable to a specific company.

### Interactive Heat Map
Explore concentration of an operator, and their competitors, by region, metro area, and even down to a specific street corner.

### Social Listening
Understand the online thoughts of restaurant audiences around the world with rich, real-time social media intel.
Digital Resource Library

Technomic’s Digital Resource Library (DRL) is an online research tool that allows subscribers to search and download thousands of leading restaurant chain and noncommercial operator profiles. Gain instant access to industry, segment, and financial data, paired with expert insights from Technomic reports and news briefs.

**Robust Company Profiles**

Robust, searchable company profiles highlighting concept positioning, financials, menu details and more.

**Pulse on the Market**

Continuous news tracking with powerful search functionality.

**Updates Pushed to You**

Ability to subscribe to instant alerts based on operator name, keyword, segment, location, etc.

**History of Data**

Historical time series data and industry forecasts by segment.

**Ongoing Deliverables**

200+ new presentations, reports and newsletters each year.

**Back Up Business Decisions**

Support business decisions with facts from an independent trusted resource.

**Grasp Growth**

Leverage operator intelligence to understand growth strategies.

**Current Trends**

Identify trends and stay current on consumer and industry developments.
MenuMonitor

Technomic’s MenuMonitor covers 275,000 U.S. locations—75 percent of the industry—making it the largest and most comprehensive menu tracking system in the industry. With 7,500+ menus and tools to customize your search, you can pinpoint the latest trends and predict what’s on the horizon.

**Pinpoint Trends**
Keep a pulse on what’s new in the industry by exploring a wide variety of segments and search options.

**Flavor and Ingredient Lifecycle**
Track up and coming flavors and ingredients using predictive analytics in a comprehensive format.

**Menu Gap Analysis**
Take a look at how you stack up against the competition with our customizable menu gap analysis tool.

**Archival Data**
Dive deep into our data-rich archives for historical data, usage patterns, 150+ trend reports and cross-segment data.

**Expertly Crafted Data**
Our team verifies and codes all the information you see, making sure you receive the best quality of data possible.

Consumer Brand Metrics

Technomic’s Consumer Brand Metrics (CBM) brings you ongoing consumer tracking of foodservice occasions for leading restaurants, convenience and retail stores. CBM is powered by recent consumer ratings, occasion metrics and demographics to provide you with up-to-date competitive information and brand insights.

**Numbers on Your Side**
140,000+ consumer visits, 135+ restaurant chains, 20+ retailers/grocery chains and 20+ convenience store chains, all at your fingertips.

**Dedicated Support**
Use our research experts and client-specific account management teams for reporting questions or projects.

**Dynamic Dashboard and Exporting**
Using our depth of data, create reports and presentation specific for each of your needs, all easily downloaded into multiple formats.