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Industry Reactor:

Emery A. Dorsey
Vice President
FBC Foods International
Denver, Colorado

1. Introduction to FBC Foods International
 - a. Where it started, late 1950s
 - b. The 1960s - still the dark ages
2. Explosion in the 1970s
 - a. The restaurant scene
 1. Proliferation of ethnic food
 2. Nouvelle cuisine makes its entry
 3. Brunch and the taste of finer things
 - b. The consumer's need for specialty foods arrives
 1. Growth of imported food distributors
 2. Specialty cheese arrives from abroad
 3. Seafood becomes a staple in American diets
 4. Re-introduction of whole bean coffee
 5. Serviced meat department makes a comeback
 6. Major retailers ignore consumer wants
3. The 1980s: Upscale grocery retailing becomes a reality
 - a. East Coast influence
 - b. Consumer's quest to duplicate food found in restaurants
 - c. Cooking schools and TV cooking shows help fuel the fire--e.g. Julia Child
 - d. Five times the product is available
- e. The coming of the American specialty food producer
4. Major retailers getting into the action
5. Take-out food in the grocery store
 - a. Alternative to "fast food" restaurants
 - b. Convenience for the working couple
6. Is this the end or is there a future?
 - a. Health consciousness in America
 - b. Recent Fancy Food Show in New York largest ever
 - c. Major U.S. manufacturers now producing competitive product to import
 - d. Media awareness and more advertising of the best products
 - e. U.S. cheese industry just being born into specialty business
 - f. Fresh specialty produce more abundant
 - g. Major food retailers adding larger specialty departments and more ambience
 - h. Specialization is eminent as in other industries and professions