

FOR RESTAURANTS,  
CATERERS,  
FOOD TRUCKS,  
& MORE!



PRESENTS

menuengineers

# STORYTELLING & MENUS



## WORKSHOP

WITH SEAN WILLARD, MENU ENGINEER

ATTENDANCE  
IS FREE

LUNCH  
INCLUDED

### GAIN TOOLS & STRATEGIES FOR CONTINUOUS SUCCESS IN...

- CRAFTING A COMPELLING BUSINESS STORY
- MARKETING STRATEGIES THAT RESONATE
- LEVERAGING AI TO BUILD YOUR BUSINESS
- OPTIMIZING MENUS FOR PROFIT & IMPACT

...AND MUCH MORE!

INCREASE  
PROFITS  
BY UP TO  
**38%**

**MONDAY, APRIL 7, 2025**

9:30 AM - 4:00 PM

DISCOVER CENTER (CONF. ROOMS A & B)  
8560 S COTTAGE GROVE AVENUE, CHICAGO, IL 60619

LIVE-STREAM  
AVAILABLE



**REGISTER TODAY!**

<https://bit.ly/foodlabworkshop>

For additional info, email [FoodLabChicago@GreaterChathamInitiative.org](mailto:FoodLabChicago@GreaterChathamInitiative.org)