

Trilogy Brands Group Distinction as Advisory Council Member for the Global Restaurant Leadership Conference

Trilogy Brands Group, a Pioneer in Global Brand Development, was Advisory Council at the 2nd Annual Global Restaurant Leadership Conference in the Middle East

DUBAI, UNITED ARAB EMIRATES, December 30, 2017 /EINPresswire.com/ -- The Global Restaurant Leadership Conference was pleased to announce Trilogy Brands Group CEO Barbara D'Amato as one of its Advisory Council Members.

With the leadership, participation and inspiration from industry leaders such as Barbara D'Amato, alongside its stellar Advisory Board, the Global Restaurant Leadership Conference was a tremendous success, registering over

325 international foodservice companies from 60 countries and over \$1 Trillion dollars in total restaurant revenues, representing over 40% of global restaurant industry revenue. Participation included The Coca Cola Company, IFFCO, Sysco Corp, CEOs of top global brands, distinguished speakers and leaders from the global restaurant industry all gathering in Dubai, UAE.



The purpose of the Advisory Council is to guide the organization in creating meaningful relationships and promoting education, information, exchange of ideas, trends, and technological disruption”

*Barbara D'Amato, CEO.
Trilogy Brands Group*

The GRLC Advisory Council members are: Barbara D'Amato, CEO Trilogy Brands Group, Ibrahim Aljammaz, CEO Alamar Foods, Michael Beacham, CEO Darden International, Nicolas Boudet, President Focus Brands, Willem Brandt, Global VP Unilever, Bryan Griffiths, CEO EIPC Subway, Sudhakar Gupta, Director IFFCO, Roy Jackson, SVP The Coca Cola Company, Ned Lyerly, President CKE Restaurant Holdings, Bill Mitchell, President Dunkin' Brands, Tyrone Reid, CEO Alabbar Enterprise, among others.

“The purpose of the Advisory Council is to guide the organization in creating meaningful relationships and promoting education, information, exchange of ideas, trends, and technological disruption from top leaders in the global restaurant industry making a positive difference in the industry and business globally” states Barbara D'Amato. The Global Restaurant Leadership Conference is a one-of-a-kind, invitation-only event delivering



Global Restaurant Leadership Conference

unparalleled thought-leadership to the top minds within the global restaurant industry including international franchisors, U.S. franchisors and international franchisees.

The conference looks at the factors revolutionizing restaurant development and expansion globally, and how operators successfully go to market; participants share key challenges and solutions in the global food-service industry. Led by the brightest and most innovative entrepreneurs in food-service, the GRLC features global "hot topics" and powerful messages designed to spark new ideas and collaboration between the US and the Middle East and North Africa region.

About Global Restaurant Leadership Conference and Winsight

The GRLC is owned by Winsight, the only B2B media company providing actionable information and market intelligence to business leaders and suppliers in four of the fastest growing industries—convenience & grocery retailing, restaurants and noncommercial foodservice. Winsight serves the industries that fuel consumers' lives—convenience retailing, food retailing, restaurants and noncommercial foodservice. Please visit <https://globalrlc.com/event-info/advisory-council/> for more information.

About Trilogy Brands Group

Trilogy Brands Group is recognized as a pioneer in global brand development, creating a faster, better way for US brands to access highly coveted international markets, with an immediate focus on the Middle East and North Africa, China and Asia Pacific, and Latin America. The world is brand-obsessed, and consumers want "American" products today. Trilogy Brands Group is focused on creating significant new revenue streams by monetizing idle brand value in a region with very strong consumer demand ready to embrace new trends, exciting, growing and star-performing American brands. Please visit www.trilogybrandsgroup.com for more information.

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Global Restaurant Leadership Conference in Dubai UAE

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