

Trends in the Restaurant Industry

Insights for Multi-Unit Restaurant Leaders

INFOSYNC



Executive Summary

Based on our research, InfoSync has developed this presentation to offer a deeper look into the trends of the restaurant industry. Here are some of our key discovers:

- The customer experience is more important than ever before
- Social issues are now a part of a brand's identity
- Consumers want healthy menu options
- Mobile ordering and curbside pickup have accelerated industry innovation
- Ghost kitchens and virtual brands are taking over

This presentation is meant to educate business leaders on the changing restaurant industry based around current trends.

About the Data

The data in this presentation was researched and produced by our Sales and Marketing teams with the use of various professional services from the industry.



Trend #1

The customer experience continues to be more important than ever.

According to a report released by the [National Restaurant Association](#), 63% of Consumers say they would rather spend money on an experience such as a restaurant or other activity, compared to purchasing an item from a store. Three in five U.S. Consumers order delivery or takeout at least once a week. Restaurants are continuing to focus on ways to improve the customer experience inside and outside of their restaurants.

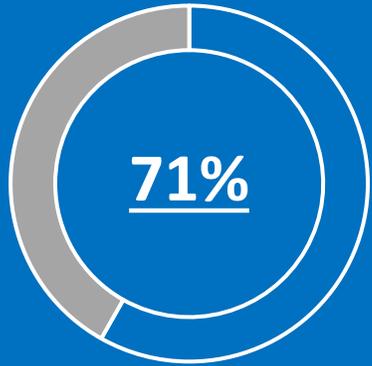
QSR and Casual

Mobile ordering and Self-Serving Kiosks empower guests to customize their specific needs and provide feedback, while allowing the restaurant to “get to know” their preferences. Drive through’s are being reimagined to create a more efficient, personalized experience, while take-out packaging is being reinvented to provide the same food presentation at home.

Fine Dining

Fine dining restaurants have shifted to a more intimate experience with less seating and hire pricing, creating a high-end experience for special occasions. Many restaurants have also reduced their take-out menu to travel friendly items, began selling ready-to-cook meals for consumers looking for the high-end dining experience at home, and some are even offering virtual cooking classes.





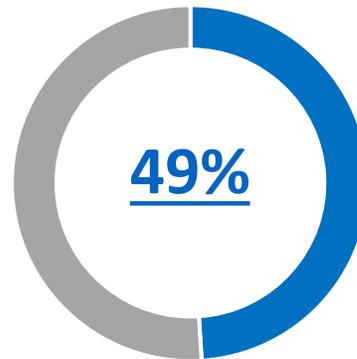
Consumers prefer buying from brands that align to their values.

Trend #2

Social issues are now a part of brand identity.

When a social issue has gained mass attention, consumers look at businesses to help aid in solving the problem. This is especially true for social justice issues and the concerns regarding the environment.

Consumers are more likely to choose a restaurant or brand whose values align with their own.



Consumers who say they are likely to make a restaurant choice based on how much a restaurant supports charitable activities and the local community.

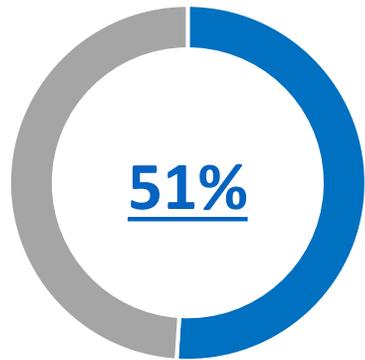
Eco-friendly packaging with 100% renewable or recycled materials and biodegradable straws, cups, and containers are on the rise and restaurants continue to find ways to address climate change and pollution.



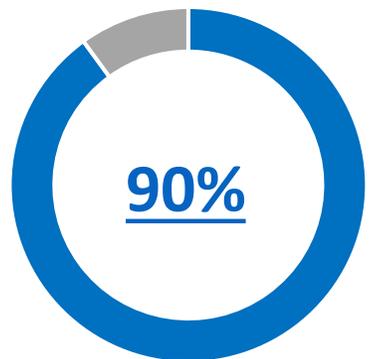
Trend #3

Plant-based proteins and healthy options are on the rise.

Plant-based meat options are becoming permanent items on QSR menus, with consumers seeking healthier options when dining out. In 2021, we'll see more health-focused items including collagen-infused smoothies, coffee and tea, non-dairy milk options, all natural beverages, and keto-friendly meals.



Consumers are looking for items that contribute to their health due to the pandemic.



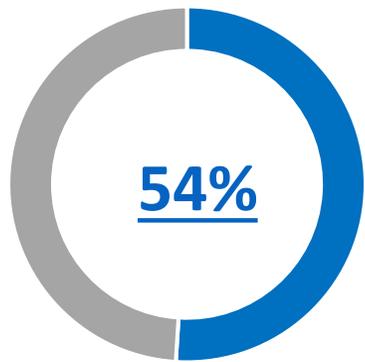
Plant-based food sales increased by 90% in March 2020, and grew 27% faster than in 2019.



Trend #4

Innovative Technology

In 2020, we've seen a huge push for innovative restaurant technology. From digital order and delivery to robotic chefs, restaurants are investing in technology to cut long-term operational costs, improve the guest experience, and minimize the risk of food waste and human error.



Digital orders are predicted to represent more than half of quick service and limited-services restaurant sales by 2025.

Restaurant Technology on the Rise

- Online ordering and delivery apps
- Contactless payment technology
- Online table reservations
- Digital Kitchen Boards
- Automated Inventory Management Systems
- QR Codes
- Air purification technology
- Predictive order management
- Loyalty programs
- Digital POS systems
- Geofencing Technology
- Drive-thru personalization
- AI



Trend #5

Ghost kitchens

Despite skeptics and their criticism of the risks of virtual brands and ghost kitchens, we can expect to see more of these models rise in the next year. In the form of commissaries and virtual food courts, brands will team up to sell their own products under one check, reducing overhead costs and create a more inclusive dining experience for urban dwellers dining out, at home.

“The U.S currently has 1,500 ghost kitchens, putting it ahead of the U.K. Market (750)...”

Companies like Brinker International, Wingstop, Cloud Kitchens, Nextbite, and Cracker Barrel have begun experimenting with the ghost kitchen mode.



To the Future



Restaurant leaders should be doing their own research to determine which trends meet their strategic goals and make sense for their brand and consumer base.

Leaders who leverage Business Process Outsourcing (BPO) services to perform operational and administrative tasks will have the time and resources to strategically plan and adapt to the changing industry environment.

Companies who outsource Accounting and Payroll and Benefits have the opportunity to invest in technology and the customer experience with the 20-40% in cost savings.

Operational Reporting and Business Intelligence gives restaurant leaders an edge with insight and data that offers a comprehensive outlook to the business.

If you want to grow in 2021, ditch the administrative tasks and focus on your passion and the priorities that will make a difference to the success and completion of your goals.

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