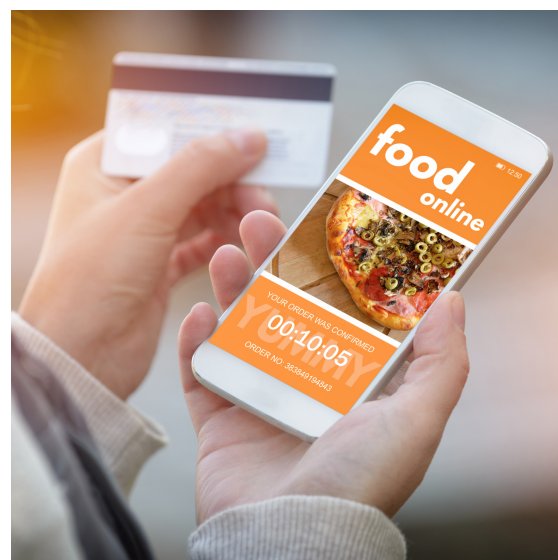


3 DIGITAL TRENDS THAT ARE STICKING AROUND

IN MORE WAYS THAN ONE, THE PANDEMIC HAS FORCED A DIGITAL EVOLUTION WITHIN THE FOODSERVICE WORLD. OPERATORS ADOPTED TECH-BASED STRATEGIES FOR SURVIVAL, BUT AT THE BASE OF THESE TACTICS IS CONVENIENCE, SAFETY, AND DOWN-RIGHT BUSINESS SENSE.

Much of the technology that aided operators in surviving the past 18 months already existed, but of course, was hurled into the spotlight at the onset of shutdowns. In 2019, 32% of consumers had an affinity for automation in restaurants. That number has recently jumped to 52%,¹ no doubt in response to the increase in exposure and usage since March of 2020. But these technologies go beyond pandemic norms, rooting themselves deeply in the expectations consumers have of foodservice operations such as safety and convenience. To meet these expectations, operators should embrace the digital evolution. Here are three areas we believe have longevity past the pandemic that not only meet consumer needs, but benefit chef creativity, budgets, and labor woes.



1 GET CREATIVE WITH DIGITAL MENUS

Ditching the traditional paper menu was a sanitary decision many operators made during the pandemic, but the idea can be a smart strategy long term. Going paperless allows for flexibility and freedom in menu creation, while benefitting the environment and bottom line.



Free QR code generators are available online or explore multi-channel menu platform systems if you're ready to dive into an advanced, integrated system.



Menu revamps don't require an overhaul with digital menus. When updating your menu, keep in mind: (1) top gross profit contributions of items, (2) easy execution, and (3) ability to travel well.



QR code landing pages can incorporate contactless payments; nearly 8 in 10 consumers say they use contactless payments.²



SPREAD THE WORD!

For counter service, basic display screens can project the latest version of a menu file with little tech know-how. For guests who may still prefer a printed menu, have some recyclable print outs on hand.

ELEVATE YOUR DIGITAL PRESENCE

2



SPREAD THE
WORD!

Claim and manage your entire online presence such as Google and Yelp profiles. Ensure information like operating hours, phone number, website link, and menu is accurate and up to date.

Not only is takeout and delivery staying strong,³ but 85% of consumers either use mobile apps for food-related purposes or are interested in doing so.⁴ Refine ordering and payment processes for smooth execution on your end and flawless transactions for customers.



34% say they are going to buy more through digital ordering over the next 2 years,⁵ but most prefer to order from you, even if that means a phone call.⁶ Simple online ordering that allows for customization is a must for your guests.



Take advantage of all avenues of online ordering. Utilize food ordering action buttons on your social media profiles (e.g., Order Food on Instagram) for easy access to online ordering. Fill your accounts with enticing images and videos along with compelling item descriptions to encourage orders.

3

REAP REWARDS

Thirty-one percent of consumers claim in two years, they will likely eat more meals from the same restaurants due to loyalty memberships.⁷ Implement an app-based rewards program to reap big benefits for your operation through more visits and data collection.



With so many now working from home, give customers an incentive to leave the house. Increase breakfast and lunch traffic through discounts, BOGOs, or extra reward points. Be sure to analyze what promotions worked best with your guests.



Offset peak times with snacking occasion deals. Add menu items that fill those in-between occasions, or adjust portion sizes of current items to fit better as a snack or mini-meal.



SPREAD THE
LOVE!

Employees need rewards too! What reward programs could you implement with your crew in order to increase retention and even recruit new staff?

We challenge you to take advantage of technology. Making adjustments to meet the times may feel overwhelming, but we're here to help make the change worth it. Let us be a partner as you plan—consumer insights, menu concepts, on-trend ingredients, and high-profit menu strategies. It's what we do.

SOURCES

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- 3 Restaurant Business Online, Tech Roundup: Dine In and Takeout Aren't Eating Each Other, July 2021
- 6 DoorDash, 2021 Restaurant Online Ordering Trends Report, April 2021