



FOOD *Trend* REPORT

2021



Dining REINVENTED

THE DINING EXPERIENCE IS AN INTEGRAL PART OUR CULTURE. IT'S HOW WE CELEBRATE MILESTONES, MARK ACCOMPLISHMENTS AND RECONNECT WITH FAMILY AND FRIENDS. THE RESTAURANT INDUSTRY EXPERIENCED SIGNIFICANT SHIFTS OVER THE COURSE OF THE LAST YEAR AS THE WORLD LEARNED TO CONNECT IN DIFFERENT WAYS WHEN WE COULDN'T BE RIGHT ACROSS THE TABLE FROM ONE ANOTHER.

4 INSIGHT CATEGORIES SURFACED:



SIMPLICITY



**WELLNESS
+ HEALTH**



**RENEWED
EXPERIENCE**



PIZZA



SIMPLICITY

LESS IS MORE; PARTLY RESULTING FROM INCREASE IN TAKEOUT AND DELIVERY.



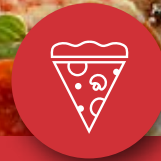
WELLNESS + HEALTH

CONSUMERS ARE LOOKING FOR WAYS TO BOOST HEALTH AND BUILD RESILIENCE; SUSTAINABILITY MATTERS.



RENEWED EXPERIENCE

CONSUMERS ARE EATING AND DINING OUT IN A NEW WAY AND CRAVING NEW EXPERIENCES.



PIZZA

CONSUMERS ARE SEEKING OUT AUTHENTICITY AND UNIQUENESS.



Consumers are willing to pay about

\$4

IN DELIVERY FEES.

IMPACT

Streamlined and user-friendly delivery and takeout options have become vital. Provide a restaurant-style experience for consumers at home by making sure your food travels well.



50% of US consumers consider **ECO-FRIENDLY PRACTICES** when choosing a restaurant.

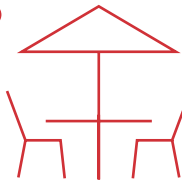
IMPACT

Promote the core values of your operation in terms of wellness and sustainability within your restaurant and advertising to connect with your customers.

Nearly **60%** of casual operators have added

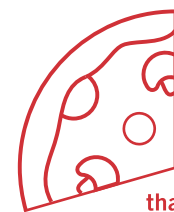
OUTDOOR DINING

since the start of the pandemic.



IMPACT

Provide hope for your consumers — everyone is looking for it so they will likely give it back; provide individualized tasting menus or boxes that are ready for delivery.



30%

of consumers are more interested in trying pizzas with **UNIQUE TOPPINGS** or **INGREDIENTS** now than they were 2 years ago.

IMPACT

Innovate and offer new options to complete with frozen retail. Delivery is key and although third-party delivery is growing, consumers still prefer delivery directly from a restaurant.