

# Trending Now

## 5 TRENDS TO WATCH

January 2021



### LTOs LURE OF FISH AND SEAFOOD

**38%**  
of potential purchasers of Biaggi's Ristorante Italiano's Smoked Salmon Pizza said they would be much more likely to visit the restaurant if it were on the menu



### Operator SAFETY MEASURE COSTS ADD PRESSURE

**\$500**

Median ongoing weekly costs to implement safety and sanitation procedures (e.g., PPE, disposables, etc.)



### Global EXPERIENCE MATTERS MORE THAN EVER

Sonora Grill in Mexico enhanced its meal kit and burger box offering range with a **live DJ experience** for home dining



### Consumer AWAY-FROM-HOME SPENDING DRIVEN BY PARENTS

**Jalapeno**

is the most preferred hot sauce flavor, followed by generic chile pepper, garlic and then chipotle



### Menu ELEVATED CHARCUTERIE

**Sea-Cuterie Board**

with an assortment of chef-inspired bites from the sea is available at Bonefish Grill

