



**Trending
Now**

5 TRENDS TO WATCH

January 2021

Operator:

**Safety Measure Costs
Add Pressure**

Consumer:

**Away-From-Home
Spending Driven by
Parents**

Menu:

Elevated Charcuterie

LTOs:

Lure of Fish and Seafood

Global:

**Experience Matters More
Than Ever**

Ventura Foods®
Marketplace Intelligence

Operator

SAFETY MEASURE COSTS ADD PRESSURE



\$500

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



What to Know

Upfront safety measure costs average \$4,500 and can be an immense hurdle for some restaurants but are viewed as necessary to protect employees and customers

In addition to **reconfigurations** done earlier in the pandemic, operators in colder climates are also purchasing **tents and heaters to continue offering outdoor dining throughout the winter**

What's Next

Although **ongoing expenses including gloves and masks can be reduced by purchasing in bulk, these costs add up over time**, especially as the prices for such items have increased

Costs to continue operating over the winter—particularly with on-premise dining, which is subject to restrictions and is struggling to attract customers—are **weighing heavily on operators as they decide whether to offer only off-premise or close up shop entirely until spring**

Consumer

AWAY-FROM-HOME SPENDING DRIVEN BY PARENTS



\$101.10

Average weekly
foodservice
spending away from
home Nov. 4-7,
versus \$47.40 for
nonparents



What to Know

Foodservice spending by parents has increased since the beginning of the school year

Before COVID-19, school starting meant parents had more time to manage their household and usually had fewer meals to prepare for their children. But now, parents must balance work, feed children and monitor their schooling, so **delivery services are helping to lighten the load for parents**

What's Next

Operators are seeing **decreasing success with meal kits and frozen meals than they were at the beginning of the pandemic** when businesses were closed and lockdowns were stricter

Family meals will likely remain popular, especially as overwhelmed parents tire of cooking at home and want to pick up or have a ready-to-eat meal delivered to their home

Menu

ELEVATED CHARCUTERIE



Sea-Cuterie Board

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



Image Source: Unsplash by @callmeed

What to Know

When charcuterie hit the scene over a thousand years ago, it was defined as an **assortment of a butcher's best cured meats and cheeses** displayed artfully on a board

Over the years, charcuterie has become a go-to option for party hosts but, **in the past year, gatherings look different and so do the standard charcuterie boards** we are accustomed to

What's Next

Move over meat and cheese charcuterie—restaurants may replace standard meat and cheese with assortments of fish, holiday-inspired boards, breakfast boards, drinkable charcuterie, such as hot cocoa with various accoutrements, etc.

Although social media spurred this as an at-home trend, **restaurant operators can jump on the bandwagon by creating prepackaged to-go boards**, which would combine the ready-to-eat and meal-kit trends

LTOs

LURE OF FISH AND SEAFOOD



Image Source: Shutterstock



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

What to Know

Four of the five limited-time offers with the highest potential to drive traffic in 2020 featured fish or seafood

Items included a **Smoked Salmon Pizza, Crab Polenta, Lobster Mac and Cheese, and Cozze in Bianco (mussels)**

What's Next

As we move into 2021, operators should consider driving traffic by attracting consumers with meals featuring ingredients such as smoked salmon, steamed shellfish or other **foods consumers wouldn't normally prepare themselves**

Additionally, these types of ingredients often have a **premium perception, suggesting consumers may be attracted to fish and seafood dishes as ways to treat themselves** while they're stuck at home

Global

EXPERIENCE MATTERS MORE THAN EVER



Image Source: Shutterstock



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

What to Know

Convenience is one end of what will be the **barbell strategy** for restaurant operators in 2021 and beyond. **The other end will be experience**, an increasingly critical driver for both dine-in and off-premise traffic

Chains are complementing off-premise-optimized prototypes with **large-footprint flagship stores and experimental restaurant labs that showcase innovations not found in traditional units**

What's Next

Standing out amid the off-premise boom will require more experiential elements, such as creating videos that serve as both entertainment and instruction to go with a meal kit or setting up an online branded hub for connecting far-flung families together for virtual meals

Also expect more **quirky attempts to create experiences and environments that drive patio, parking lot and street dining**