

CAPITALIZING ON OFF-PREMISE DINING'S APPEAL

Takeout and delivery are here to stay—and may be able to help boost operators' bottom line.



On-premise dining may be increasing, yet interest in off-premise ordering remains strong.¹

86% of consumers have ordered off-premise food in the past year.²

54% of adults say takeout or delivery is essential to the way they live.³

72% of millennials and 66% of Gen Z feel off-premise dining is a vital option.³

57% of diners plan to get more delivery and takeout this year.⁴

Given the profit potential, off-premises remains an important channel for operators to drive profitability.

62% of operators' revenue is from off-premise sales, a 20% increase from before the pandemic.²

71% of operators are trying to grow their off-premise sales.²

THE NEED FOR SPEED



To drive off-premise business, operators are focusing on customer service elements including making pickup and delivery as easy as possible.

• **55% of drive-thru customers and 45% of guests placing counter orders will only wait up to 5 minutes** before getting annoyed.⁵



Operators' timeliness performance rating, however—one of the factors that was associated with a rise in negative restaurant reviews last year—steadily decreased throughout 2020 and 2021.

• All six restaurant segments also saw a general decline in guest satisfaction in 2021.⁶



Consumers feel in-person orders take significantly longer than ordering ahead or at a drive-thru,⁵ two options that some restaurant chains are introducing new designs to better facilitate.

Design enhancements for off-premises optimization

Taco Bell	Panera	El Pollo Loco
The two-story Defy model scheduled to open summer 2022 will have four drive-thru lanes, three of which will be earmarked for mobile or delivery orders that can be picked up using a QR code. ⁷	A double drive-thru design will have one lane dedicated to Rapid Pickup, updated ordering kiosks, automatic loyalty identification and digitized drive-thru menus. ⁷	Two new restaurant designs launched in 2021 featuring dual drive-thru lanes and designated curbside pickup or parking spots. ⁷

QUALITY MATTERS

Customers crave pickup and delivery's convenience—but want the food they enjoy at home to taste just as good as it does in the restaurant.



"Food quality (travels intact)" and "retains temperature" were **two of the top three off-premise and packaging trends** the National Restaurant Association identified for 2022.⁸



88% of adults, including 94% of millennials, say they'd potentially order a wider variety of takeout or delivery items if the packaging helped ensure they had the same temperature, taste and quality as when the items were served in the restaurant.³



The majority of operators in all restaurant segments have upgraded their off-premise packaging since March 2020.⁹

Packaging best practices

Seal the deal	Separate compartments	Include instructions
Sealing items in self-contained packages and placing a seal on a box help create tamper-proof packaging.	Keeping foods separate can help maintain texture.	Adding reheating instructions and other preparation tips helps ensure delivery won't compromise order quality.



We spent a lot of time making sure how we were telling the consumer to heat the food, creating something as close to the way it was served in the restaurant as we could get. We allowed that because if the product had sat for longer than what we would like, we knew the heating instructions would eliminate potentially having an inferior product served.



—Craig Dunaway, COO, Penn Station East Coast Subs

Taking menu reliability and range to the next level

Choosing the right partner for menu innovation is an important factor in optimizing for off-premises orders. Contact us to learn more about developing menu items with products that deliver superior quality, consistency and proven value.

1 "US Restaurant Industry Traffic Improves in February After January Declines," NPD Group, March 24, 2022
 2 "Food at your fingertips: The Latest Delivery Trends from Our Food @ Home Keynote Report," Datassential, 2020
 3 "National Restaurant Association Releases 2022 State of the Restaurant Industry Report," National Restaurant Association, Feb. 1, 2022
 4 Restaurant Delivery Consumer Trend Report, The Infatuation and BentoBox, February 2022
 5 Restaurant Scene 2022, Oracle, 2022
 6 2021 National Restaurant Data Report, Merchant Centric, March 2022
 7 "How 5 new QSR designs optimize the off-premise experience," Restaurant Dive, Oct. 20, 2021
 8 What's Hot 2022 Culinary Forecast, National Restaurant Association, Nov. 15, 2021
 9 2021 State of the Restaurant Industry Report, National Restaurant Association, December 2020