



Technomic®

**OUT OF HOME
TRENDS AND
FOODSERVICE
2020**



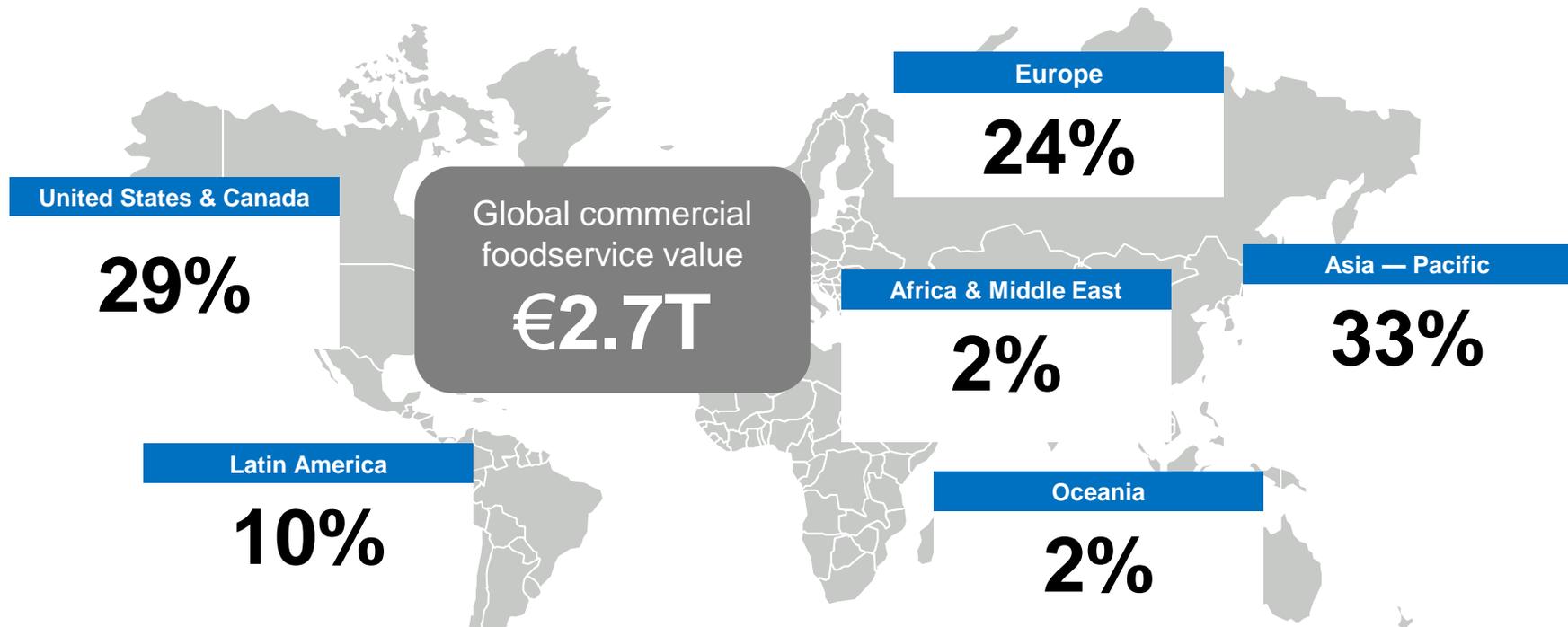
Today I want to discuss...

1 Top consumer trends changing foodservice

2 How Ireland is responding to global trends

3 The winning restaurant formula

The global foodservice market is huge...



... and global trends can be seen across the world



INDUSTRY TRENDS DRIVING CHANGE INTO 2017



1

EATERTAINMENT

Consumers want a **unique experience** where they can **connect** with others over a meal



2

TAKING A STAND

Consumers want to support brands that **align with their values and stand for the greater good**

Community Ties

Charitable partnerships



Giving back



Sourcing transparency, provenance focus





3

BIG ACTING SMALL

Consumer **backlash**
against big brands is
intensifying

And yet... what do these brands have in common?



A woman with long blonde hair is shown in a close-up, pouring beer from a bottle into a glass. She is looking down at the glass with a slight smile. The background is dark and out of focus, suggesting an indoor setting like a bar or restaurant.

4

NOW, NOW, NOW

Consumers expect food on demand and new services evolving to **meet their immediate needs**

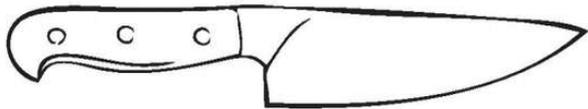
Driving home demand



Recipe boxes making an impact



Drop Chef



The Whole Food
REVOLUTION

Make incredible meals

- We plan delicious nutritious meals
- You choose your favourites
- We source & portion freshest ingredients
- We deliver to your door for free
- You cook and take all the glory

A graphic showing two plates of food: one with quinoa, salmon, and vegetables, and another with a breaded fish fillet and vegetables. The text "Make incredible meals" is overlaid on the top. Below are five icons in grey boxes, each with a corresponding text description. The background of the graphic includes the "The Whole Food Revolution" logo.

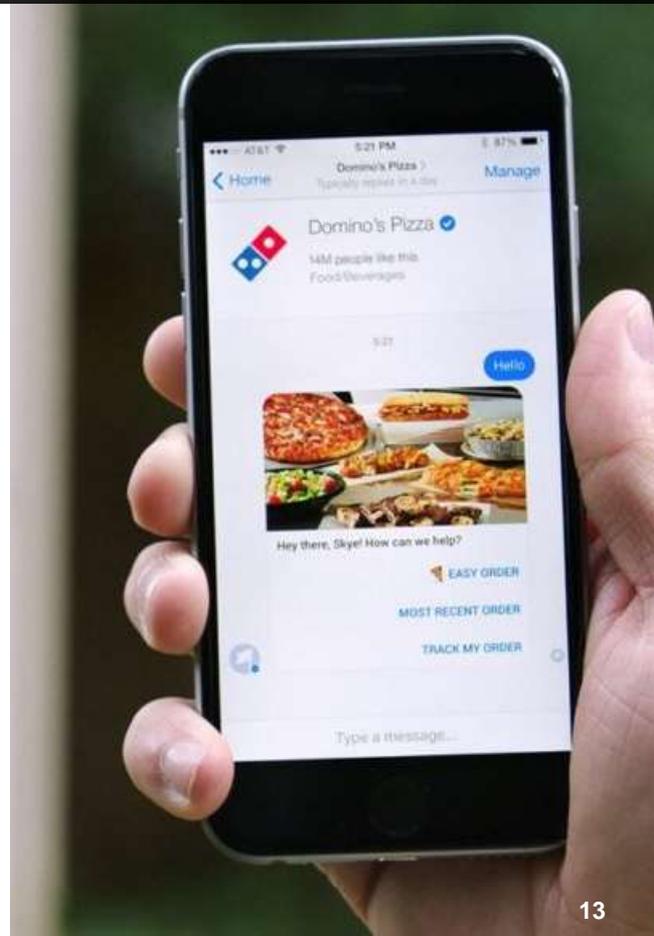
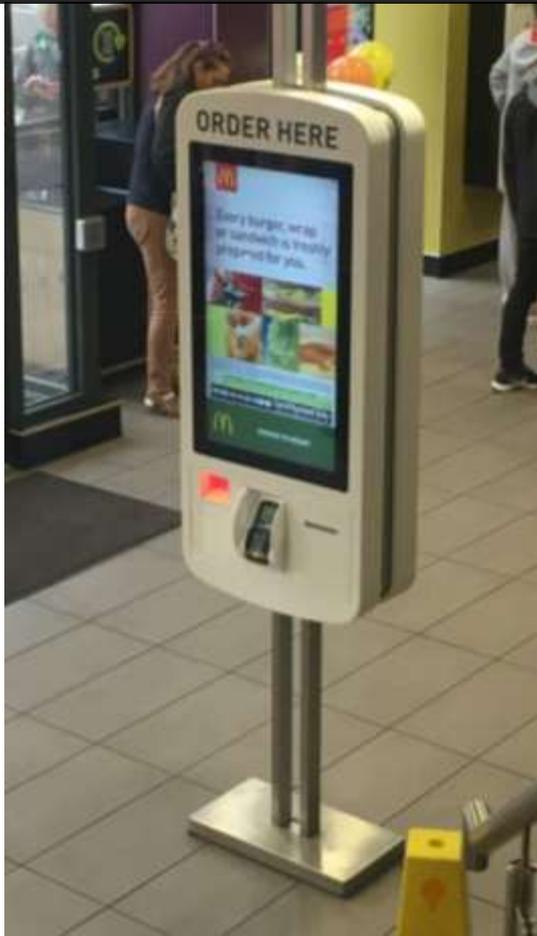


5

PERSONALIZATION

Consumers want to be able to **tailor their dining experience** to their own preferences

Technology helps “customize” an experience





6

SEGMENT BLURRING

Increasing competition
from **non-traditional**
sources

Retailers encroaching on the foodservice occasion





7

FAST FOOD REFRESH

Consumers gravitate to
“better” fast food,
transforming and
diversifying the industry

Daypart expansion can be key



Alcohol is a hot QSR trend





8

LABOUR CHALLENGES

High labour costs putting
a hurt on operators'
bottom lines



9

HEALTHY OPTIONS

Availability of **options**
outpacing demand

10 commonalities for growth concepts

Local focus

Green practices

Commitment to culture

Simple differentiation

Tech-enabled

Better/healthy

Community support

Beverage focus

Craft preparations

Farm-fresh

Never forget the winning restaurant formula


$$\text{Value} = \frac{\text{Quality of F\&B} + \text{Hospitality} + \text{Ambiance}}{\text{Price}}$$

Conclusions

- 1 Global trends impacting foodservice
- 2 Disruptors starting to appear in Ireland
- 3 “Foodservice” competition has expanded
- 4 Trends play out over a longer timeframe
- 5 Focus on building a winning formula for success

Thank you for your time!



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