

TOP 10 FOODSERVICE TRENDS – 2021

PRESENTED BY



NANCY LANE - LAKESIDE



Senior Designer

Visual Merchandising & Product Concepts

Nancy is a designer specializing in visual merchandising and product concepts, and knows that a dining experience is about more than great food.

She has played a vital role in remodeling dining facilities to enhance customer experiences, improve operational efficiencies, and increase revenue.

MARY SAUER - MULTITERIA



Marketing Manager

Mary is a seasoned professional with 30 years experience in the food service industry with a never ending passion and focus on customer support.

Mary's area of concentration is on generating opportunities and marketing initiatives as well as staying apprised of current trends in the market to help identify equipment needs.

OBJECTIVES

- Understanding of foodservice trends
- Learn adaptable solutions
- Develop a roadmap for success

1.



CONNECTING

CONNECTING



Sharing a meal can unite us
through powerful experiences
that go beyond what is on the
plate

CONNECTING



Personal interaction has never looked more different. No longer do people + plates = place.

From virtual dining rooms to meal kits, the traditional experience and socialization of "noshing" continues to drastically change.

And yet, it surprisingly is able to keep the same elements of personal connection and engagement of the senses.

MICRO -TRENDS



- Social media
- Virtual events
- Unique delivery system
- Outdoor venues
- Mental health

CONNECTING



- Online cooking classes
- Meal kits for takeout
- Beverage & music



CONNECTING



- Thank you campaigns
- Unique outdoor venues & settings
- Hand-written thank you notes



CONNECTING



DISTANCE DINING

- OUTDOOR
- CARRYOUT
- CURBSIDE
- DELIVERY



CONNECTING



CARHOPS MAKE A COMEBACK

New services bring
the cafe to the curb.



2.



SOCIAL RESPONSIBILITY

SOCIAL RESPONSIBILITY



Connecting with eco-conscious consumers & creating sustainability through socially responsible business practices

SOCIAL RESPONSIBILITY



With the added pressure from GenZ, an existential view of consumption is going further than it's ever gone before. How and why we consume are being put to a litmus test and exerting pressure to limit resource depleting waste, frivolous consumption, and turning the tables to focus on the ability to repurpose.

MICRO -TRENDS



- Waste reduction
- Composting
- Recyclable materials
- Changes in packaging
- Reusability

SOCIAL RESPONSIBILITY



- Compostable takeout packaging
- Equipment to recycle & compost
- Smaller & flexible menu
- Water saving initiatives
- Modifiable & multiuse equipment



SOCIAL RESPONSIBILITY



SOCIAL RESPONSIBILITY



SOCIAL RESPONSIBILITY



3.



FOOD AS FUEL

FOOD AS FUEL



People will consume food as fuel to power their day and define their lifestyles

FOOD AS FUEL



How does food make you feel?

With an emphasis on mental and physical impact, consumers are considering what, where, when, how, and why they are putting food into their bodies and on their calendars.

MICRO -TRENDS



- Boost the immune system
- Food as therapy & medicine
- Lifestyle diets
- Healthy beverages
- Sober-curious

FOOD AS FUEL



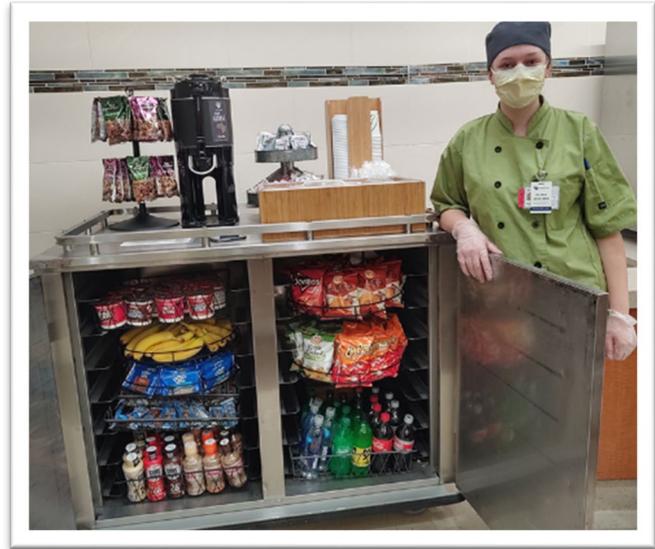
- Signage on benefits of food
- Segmented menu
- Mocktails



FOOD AS FUEL



FOOD AS FUEL



FOOD AS FUEL



4.



EVOLVING VENUES

EVOLVING VENUES



Reinventing how and where food is prepared, served, and consumed

EVOLVING VENUES



Forget the traditional footprint. Grocery stores are looking more like cafes, cafes more like kiosks, and restaurants are implementing ghost kitchens and switching take-out for tables.

Venues are recognizing the need to broaden offerings and experiences to have minimal square footage and contact, but keep the maximum consumer experience.

MICRO -TRENDS



- C-Store menu & service expansion
- Ghost kitchens & restaurant pods
- Mobile kitchens & food trucks
- A.I. & analytics
- Robotics

EVOLVING VENUES



- Frictionless & touchless
- Practical
- Find your differentiator
- Easier pick up options



EVOLVING VENUES



EVOLVING VENUES



5.



DIGITAL MADNESS

DIGITAL MADNESS



We are moving rapidly toward a frictionless culinary experience that offers immeasurable opportunity to improve what we do

DIGITAL MADNESS



Smart technology and the Internet of Things (IoT) have transformed the last decade of foodservice operations, employee workflows, and dining and foodservice experiences. The next decade will be no different.

From meal subscription services, app-based loyalty programs and ordering, to back of house automation, technology is rapidly changing client expectations as well as how front and back of house work is performed.

MICRO -TRENDS



- QR codes
- Facial recognition
- Drive-thru recognition
- Data tracking
- Robotics

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DIGITAL MADNESS



- Equipment with location tracking
- Automated subscription services
- Projecting analytics for inventory & menu changes



DIGITAL MADNESS



AI and machine learning helps the robot arm know where to pour the smoothie correctly. Image: Blendid

DIGITAL MADNESS



Salad / Soup Kiosk

Retail X-tension counter shown without the pull out extension due to drop in soup wells.

<http://www.chowbotics.com>

Sally the Salad Robot



6.



TRANSPARENCY

TRANSPARENCY



Consumers require clarity in the end-to-end food supply chain to feel confident in their buying decisions

TRANSPARENCY



The impact of food on our planet and bodies is becoming better understood, and people are expecting more control, more information, and higher standards.

The next generation of eaters want to know what's in their food, where it comes from, and whether it is ethical and safe to eat. The accessibility of this information is becoming more important and consumers want to take back control.

MICRO -TRENDS



- Clean labels
- Social & ethical sourcing
- Regenerative agriculture

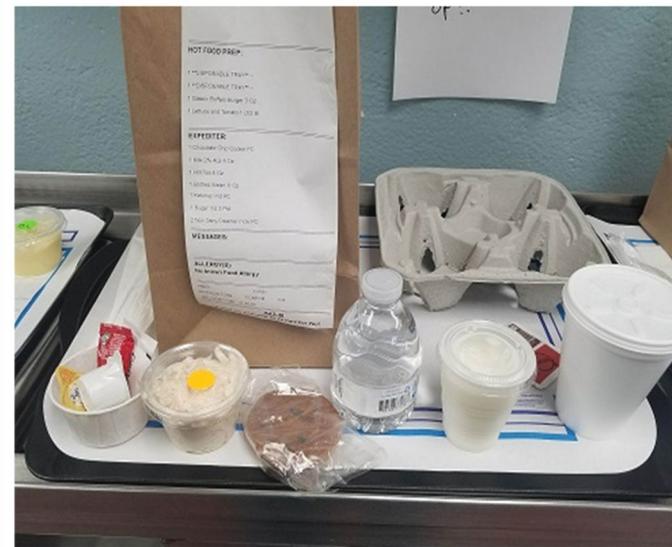
TRANSPARENCY



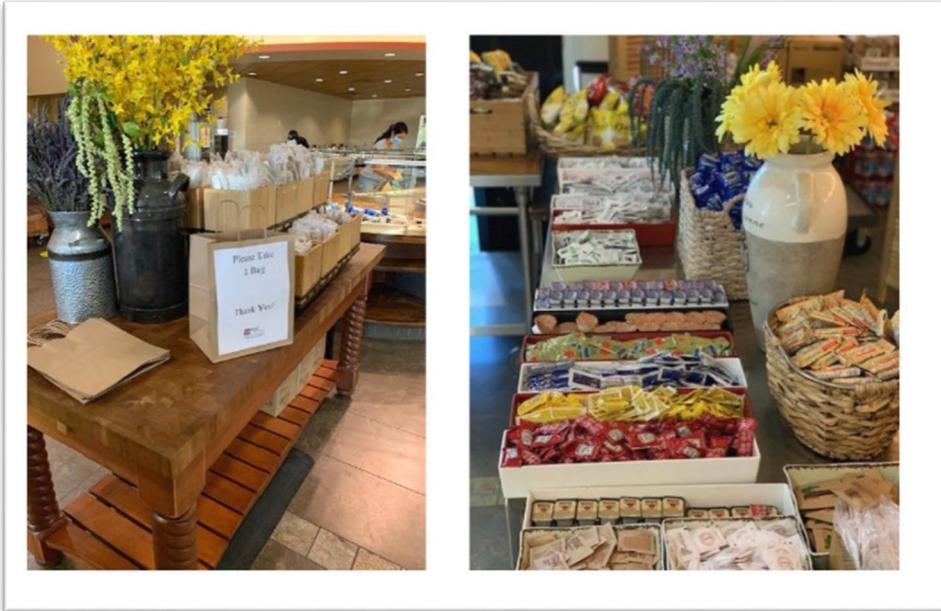
- Use sourcing as a marketing tool
- Label all grab-'n-go items
- Label clarification & education



TRANSPARENCY



TRANSPARENCY



CleanDining

COVID-19
Dining Hall

7.



LABOR CRUNCH

LABOR CRUNCH



Traditional operator challenges for efficiency are being challenged by a shifting workforce

LABOR CRUNCH



The lack of available labor continues to change the face of the foodservice industry. Operations are beginning to supplement their existing workforce with more advanced equipment, automation and/or robotics that leverage efficiency through design.

With minimum wage hikes expected, operators will be forced to find new and innovative ways to maximize their output.

MICRO -TRENDS



- Shrinking workforce
- Engagement & retention
- Accommodating schedules
- Minimum wage conversations

LABOR CRUNCH



- Lean principles
- Employ central commissary
- Protect your workers



LABOR CRUNCH



- Engage community to volunteer
- Training: cross cultural, generational, task training
- Adopt robotics for prep



LABOR CRUNCH



LABOR CRUNCH



8.



LOCAL REGENERATION

LOCAL REGENERATION



Main street is mainstream

LOCAL REGENERATION



Consumers are looking to connect with the micro markets around them and take a certain pride in their hometown communities and traditions.

Preserving buildings, regenerating downtown areas, and hyperlocal tastes and flavors are emerging trends that look to continue through 2021 and beyond.

MICRO -TRENDS



- Support local economies
- Building preservation
- Embracing community traditions

LOCAL REGENERATION



- Use local ingredients & suppliers
- Embrace community events
- Engage in local culture
- Cater to regional tastes



LOCAL REGENERATION



LOCAL REGENERATION



9.



FOOD SAFETY

FOOD SAFETY



Bringing existing safety efforts and measures to the front-of-house

FOOD SAFETY



Our perception of the world around us ~~has~~ fundamentally changed in 2020. It will be common for consumers to think in terms of cross-contamination, sanitation, and mitigating risk in all aspects of their lives and no more prevalent will that be than in foodservice.

Operators will need to bring the back-house best practices to front-of-house to reassure patrons, students, guests, and patients of safety measures in place.

MICRO -TRENDS



- Contactless
- Tamper resistant
- Allergen awareness
- Outdoor dining & indoor barriers
- Sanitation, sanitation, sanitation

FOOD SAFETY



- Consider pick up lockers or system
- Loud & proud safety measures
- Label all grab'n-go items



FOOD SAFETY



FOOD SAFETY



FOOD SAFETY



FOOD SAFETY



10.



PLANT FORWARD

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Consumers are shifting to
plant-based foods for
sustainability & health reasons

PLANT FORWARD



This trend has deeply embedded its roots in recent years and is here to stay. Exotic fruits and veggies from around the world are more available than ever, and demand for new and interesting flavors is growing.

Expect continued innovations surrounding plant-based proteins and other meat alternatives in the coming year.

MICRO -TRENDS



- Plant-based proteins
- Flavor innovation
- Responsible eating habits
- Sustainability
- Plant-based alternatives

PLANT FORWARD



- Add meat alternatives to menu
- Call-outs on menu
- Highlight lean & local
- Vegetarian & vegan chefs



PLANT FORWARD



PLANT FORWARD



Q&A

