



Restaurants play a vital role in consumers' sense of community. In fact, over half of consumers feel that eating at restaurants is a big part of how they socialize.

The impact of COVID-19 has left people craving activities where they can gather with friends and be entertained, with 38% citing "Meeting family and friends out at restaurants" as the activity they are most excited to get back to.²

And Bar & Grill restaurants are perfectly positioned to provide the social and celebratory experiences that people crave.

We know the world looks a lot different now – so we've gathered insights and best practices from across the industry to help you adapt and thrive.

IN THE FOLLOWING PAGES, YOU'LL FIND



THE LATEST CONSUMER TRENDS



TIPS TO OPTIMIZE THE MENU



TOOLS TO NAVIGATE OFF PREMISE



MARKETING IDEAS THAT
DRIVE TRAFFIC AND
CUSTOMER LOYALTY

SO....WHAT ARE CONSUMERS LOOKING FOR?



COMFORT IS KEY

- Comfort foods are on the rise in fact, they're the second most-ordered items for takeout/delivery during the shutdown.¹
- A quarter of consumers are looking forward to the feeling of warmth and comfort from eating in a restaurant.²
- Almost 80% intend to order a familiar menu favorite on their first trip back to a restaurant.²



BRANDS BUILD TRUST

- People find comfort in things that are familiar – particularly, brands they know and love.
- Recognizable national brands remove the risk for consumers seeking familiar flavors, quality, and consistency.³



SEEING IS BELIEVING

- Sanitation is no longer something that can happen only in the background patrons want overt proof that the restaurant environment is clean.
- 71% of consumers would feel safe dining out if they saw staff regularly wiping down hard surfaces.⁴



PLANTS ARE IN DEMAND

- Over 1 in 4 consumers want more plantbased protein menu options.
- 86% of consumers who order plantbased proteins aren't vegan or vegetarian.⁵
- Almost 9 out of 10 of consumers will still be interested in plant-based proteins once the industry stabilizes.⁷

A SPECIAL NOTE ON GEN Z:

While Millennials continue to remain top of mind, Gen Z is approaching fast. In fact, Gen Z represents 20% of the U.S. population¹, and their oldest members are already in their early 20s – only a few short years away from their peak spending power.





COMFORT IS KEY

ALMOST ONE THIRD OF GEN Z CRAVE THE WARMTH AND COMFORT OF RESTAURANTS.²



BRANDS BUILD TRUST

RECOGNIZABLE COMFORT FOODS ARE A KEY FOODSERVICE MOTIVATOR FOR GEN Z.3



SEEING IS BELIEVING

FOR GEN Z, "CLEAN" IS THE TOP
PRIORITY WHEN CHOOSING
WHERE TO DINE OUT.3



PLANTS ARE IN DEMAND

67% OF GEN Z IS
TRYING TO EAT MORE
PLANT-BASED PROTEINS.4

THE BOTTOM LINE:

Implementing solutions to meet their needs NOW will set your restaurant up for future, sustained success.





"It's the ultimate story that can be told to a consumer to build trust, create a personal and emotional connection, and create a compelling competitive positioning built around flavor."

- Maeve Webster, Menu Matters

The menu is one of the most important ways consumers interact with your restaurant. Here's how to make sure your products and ingredients earn their place on the menu and work hard to tell your story so guests come back again and again!

FIRST, LET'S TAKE A LOOK AT PRODUCT ASSORTMENT. DO YOU HAVE PLANT-BASED BURGERS ON YOUR MENU?

Plant-based proteins are growing at an impressive rate, and everyday consumers are driving the change.

In fact, more people than ever are changing their lifestyles to eat more plants - even self-proclaimed carnivores!

These "Flexitarians" want to satisfy their cravings and increase their protein intake¹ without sacrificing flavor, and in the next 10 years, they are projected to increase to more than 41 million.²

There are two kinds of plant-based consumers.

That's why it's important to offer a variety of plant-based proteins.



BOTH NEEDS SHOULD BE MET.



Adding plant-based burger options to your menu will satisfy your guests and help bring new ones in the door!

ALSO, CONSIDER THE IMPORTANCE OF MENU DESCRIPTIONS.

Are they compelling and mouthwatering? Do they highlight things like flavor cues, local ingredients, and consumer-trusted brands – or are they simply a functional descriptor?



THE BOTTOM LINE:

Consumers are 27% more likely to choose a descriptive menu item.¹

OFF PREMISE INSIGHTS

Whether your restaurant utilizes Takeout, Delivery,

Curbside Pickup, or some combination therein – the world

of Off Premise can seem daunting. Read on for consumer

insights and packaging tips & tricks to help your off

premise program succeed.



WHATARE PEOPLE LOOKING FOR WHEN DINING OFF PREMISE?





TASTE IS #1

Consumers' No. 1 expectation for takeout/delivery is food that tastes just as good as it does when dining in.¹



THE SEARCH

Over half of consumers start with a restaurant in mind and then search for it within their preferred delivery apps.²



DELIVERING ON TIME

On average, people are unwilling to wait more than 40 minutes for delivery.²



BAG SEALS

85% of customers would like restaurants to use bag seals to prevent tampering by delivery drivers.²

TAKE ADVANTAGE OF EXPERIENTIAL DINING

Born of necessity, Meal Kits and Cocktail Kits at restaurants have surged in popularity with consumers – and this trend is expected to continue long after the industry stabilizes. In addition to convenience, these kits help provide consumers with an "experience", which they have craved in the absence of dine-in occasions.

BUILD YOUR OWN BURGER KIT



of consumers are interested in ordering burger kits from restaurants.¹



DECORATE YOUR OWN DESSERT KIT



of consumers are interested in ordering dessert kits from restaurants.²



CREATE YOUR OWN COCKTAIL KIT



of consumers are interested in ordering cocktail kits from restaurants³ and two-thirds would order from a restaurant more often if food and alcohol were available together for off premise.⁴



THE RIGHT PACKAGING TECHNIQUES

Packaging properly can go a long way to preserving the integrity of your menu items. Here's how to ensure your food delivers on your patrons' expectations:



4.

AVOID EXCESS STEAM

Clamshell packaging is one of the most common options for restaurants. While they're great at keeping foods hot, they also trap steam which can result in soggy burgers and fries. The best option is to select a **vented container**, which is designed to maintain heat while releasing steam. If you already have standard Styrofoam or plastic clamshell containers, you can create vents yourself with a sharp knife. Make sure to place the vents in multiple spots across the surface for maximum effectiveness.

2.

SEPARATE BY TEMPERATURE

Package hot and cold items separately. For example: burger patties and buns in one container, lettuce/tomato/onion/etc. in another. This will keep produce items from wilting during transport.



3.

KEEP IT SEALED

Invest in stickers and/or seals for to-go bags to prevent tampering and serve as a visual indication of quality.

MARKETING BEST PRACTICES

From suggestive selling to social media tips and tricks – here's how to market your restaurant to drive traffic and maintain customer loyalty, both on- and off-premise.











SUGGESTIVE SELLING IS CRUCIAL

IT'S NO SECRET THAT THE WAITSTAFF PLAYS A CRITICAL ROLE WITHIN A RESTAURANT – they are the face of your business and can make or break your customers' dine-in experience. They're also the key to driving and maintaining on-premise traffic. Training your servers to suggestive sell can lead to increased checks, increased tips, and loyal customers that are engaged in your restaurant and eager for their next great experience at your table.

TELL THE STORY OF YOUR BRAND

Now more than ever it's important to help your guests understand not only why your restaurant is different – **but also why they should keep coming back.** Your restaurant has its own unique character, and you should share it with your customers. What inspired the signature burger? What's special about the staff and the atmosphere? **If you can make a connection with your guests, they will reward you by returning again and again.**



SUGGESTIVE SELLING TECHNIQUES

HIGHLIGHT QUALITY & UNIQUE INGREDIENTS



Quality is the new Value, and guests feel as though they're getting a good deal when the quality and uniqueness of their chosen dish adds to their overall eating experience. Make sure to point out high-quality ingredients and upsell options that will deliver on your guests' value expectations, and watch your checks increase.

SHARE YOUR MENU EXPERTISE



No one knows the restaurant the way that you do. Guests want to hear your honest recommendations and personal favorites from the menu. What makes your favorite cocktail a must-have? Which ingredients make your go-to burger even more craveable? A customer that may have originally ordered the "same old, same old" suddenly can't stop thinking about the tasty options you just described to them – and they'll reward you for your stellar suggestions!

HELP MAKE IT THEIR OWN



When you help guests make the menu their own by highlighting choices for add-ons, mix-ins, toppings and sides, you can deliver exactly what they're craving. That's something they'll remember come tip time.

MARKETING BEST PRACTICES OFF-PREMISE

PERSONALIZING THE EXPERIENCE

Restaurant dining is just as much of a personal experience as dining at someone's house¹ – and the shift to takeout and delivery highlights the importance of recreating this experience outside of the restaurant. Here are a few ways you can incorporate your brand into your off-premise program:

CAPITALIZE ON KEY OCCASIONS

PERSONAL TOUCH

DRIVE DINE-IN TRAFFIC WITH LOYALTY PERKS

Help consumers celebrate with meal bundles and/or kits specially prepared for Date Night, Birthdays, Anniversaries, etc.



Work with your online ordering platform vendors to develop prompts that identify which occasions customers are celebrating. Include a handwritten note from the hostess or a server with each order to mimic the dine-in experience.



Almost a third of consumers are interested in ordering takeout/delivery and receiving a coupon to use on their next dine-in visit.²



HARNESSING SOCIAL MEDIA

Keeping patrons engaged with your restaurant means catching them where they spend the most time – more often than not, via social media. Here are some tips to ensure your social media platforms work hard to drive traffic and loyalty:



If you can use only one platform, Facebook should be it!

CHARACTER LIMITS

400

Keep posts close to this count - otherwise followers will have to click "See more" to continue reading.

IMAGE SIZES

1200 x 630 pixels for best results.

BEST PRACTICES

- Challenge yourself to tell a story briefly.
 This will ensure more people will read it!
- Post 3-5 times a week, and no more than 2x a day.
- Video or image posts consistently outperform text-only posts.



Instagram is all about the photos - great plating and a decent smartphone camera are musts! Create vibrant, appetizing images that will attract existing and potential customers.

CHARACTER LIMITS

2,200

maximum are allowed, but try to keep captions to under 80 characters for greatest impact.

IMAGE SIZES

1935 x 1935

maximum pixels - the higher quality photo, the better!

BEST PRACTICES

- Challenge yourself to tell a story with your photos and the caption.
- Choose simple photos: clear, colorful and appetizing.
- Consider how the photo will look in the newsfeed AND next to the last 8 photos that you posted. Your last nine photos should illustrate your brand story.
- No links are allowed in the captions, but you can link to your website in your profile.



Twitter is best-used for real-time updates andnews, so post and reply in a timely manner to effectively engage with your customers.

CHARACTER LIMITS

280

Posts will be capped at this total. If more than 280 characters are needed to convey your message, preface the first tweet as "1 of 2" for example.

IMAGE SIZES

1024 x 512

Maximum

440 x 220

Minimum (a 2:1 ratio)

BEST PRACTICES

- Include graphics, videos and images when possible.
 Posts with images perform best.
- Focus on consistently posting, but no more than 3 times a day.

Kelloggis AWAY FROM HOME

AHEAD OF THE CRAVE

By leaning into your ability to provide social and celebratory experiences and highlighting the things that make your restaurant unique, you can drive traffic (both on- and off-premise) and customer loyalty.

For more insights and solutions, contact your Kellogg's Away From Home sales representative or visit www.KelloggsAwayFromHome.com