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Industry Insights

A roundup of noteworthy foodservice findings
for the week of Nov. 15, 2021

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Same-Store Sales Slow for Top Pizza Players

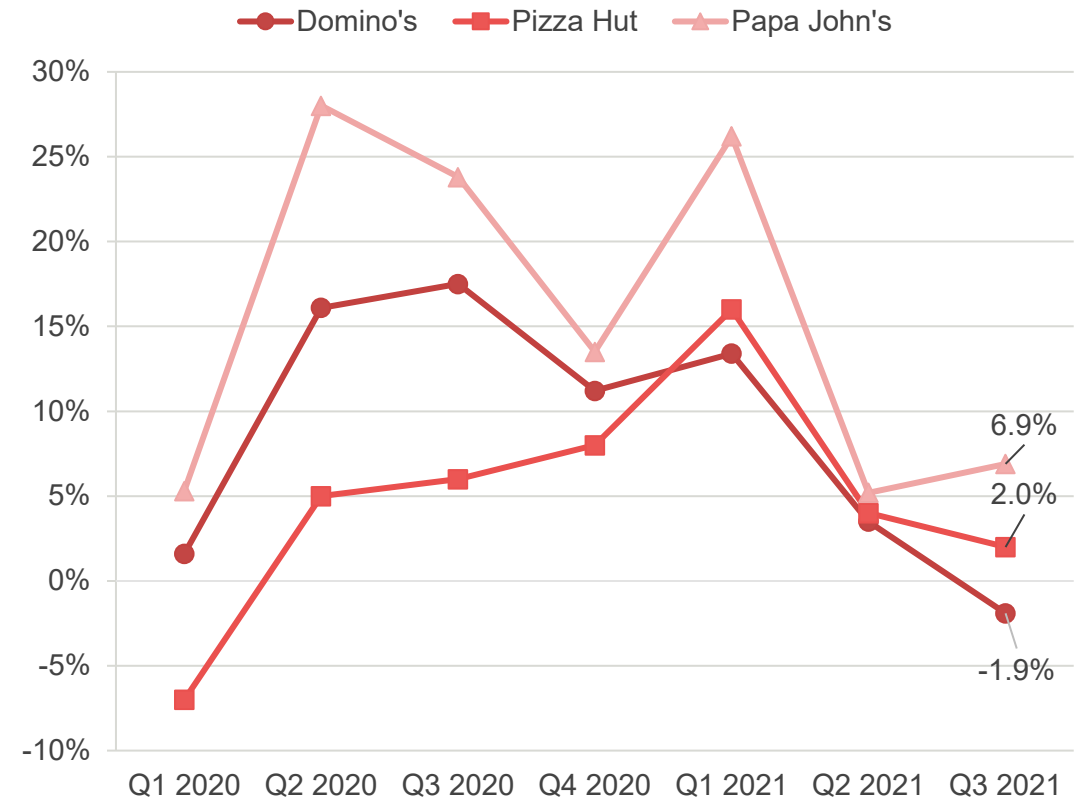
As COVID-19 encouraged diners to stay home and order delivery, sales surged for the industry's largest pizza chains. But as foodservice restrictions have eased throughout 2021, providing consumers with a wider variety of dining options, the top pizza players have experienced a notable deceleration in sales momentum.

Domino's saw its first negative U.S. same-store sales value in 10 years, posting a decrease of 1.9% in the third quarter ending Sept. 12. However, year-to-date comparable sales for the brand remain positive at 4.6% as compared to 2020.

While same-store sales remained positive at Pizza Hut during the third quarter ending Sept. 30, it decelerated to 2.0%, after expanding by 4.0% and 16.0% over prior two quarters.

Papa John's was the only brand to see its same-store sales improve relative to the prior quarter, accelerating to 6.9%, after a 5.2% increase in the second quarter. However, the last two quarters have fallen notably short of the double-digit sales increases achieved throughout 2020.

U.S. SAME-STORE SALES
YEAR-OVER-YEAR CHANGE %



2022 Menu Trend Prediction: All in on Prep

Technomic recently released its [annual trend predictions](#). This year's theme was "The Year of the Climb." In 2022, operators will seek out strategies that will help them innovate around menu shortages, among the many other challenges they're facing. See ahead for one of our menu trend predictions for 2022.

All in on Prep

Persistent supply chain woes will force operators to innovate with unique and varied preparations of ingredients already on hand, allowing for expanded menus without adding new SKUs.

Picture operators roasting or grilling items that are typically served raw for new textures, blistering or aging fare for added flavor dimensions, and pickling, jamming or fermenting ingredients to extend their shelf life and bring forth new taste experiences. Why reserve buttermilk-braising solely for chicken? Why only serve radishes and lettuce raw? The sky's the limit for showcasing nontraditional ingredient preparations in the coming year.

To the right, see examples of this trend in action at independents today.

EXAMPLES



Pea Agnolotti—**carrot vinegar** and pea shoots (Esther's Kitchen in Las Vegas)

Salmon Skin Chicharrons—**fermented garlic aioli** (Mirame in Beverly Hills, Calif.)

Frozen Rojo Sangria—Grey Goose Essences Strawberry Lemonade, D'Usse cognac and red wine (Lirica in Chicago)

Little Gem Salad—**blistered gems**, Caesar vinaigrette and Parmesan (Bon Temps in Los Angeles)

Dine-In Occasions Are Prime for Future Flavor Innovation

Half of consumers are likely or extremely likely to try new flavors when dining in at a restaurant, emphasizing the importance of flavor innovation during on-premise occasions.* As consumers return to restaurant dining rooms, this aligns with the pent-up dine-in demand that was stifled by pandemic restrictions and gradual, cautious shifts in restaurant behavior.

More than two in five consumers (42%) are more likely to try new flavors from a restaurant than they are when cooking at home, further supporting the desire for flavor trial on-premise.**

Operators and suppliers must focus future flavor innovation around the dine-in occasion, where consumers are able to ask questions about unfamiliar ingredients and restaurant staff can provide more detailed descriptions or recommendations. This could come in the form of offering exclusive new items only for on-premise occasions or introducing new dishes for dine-in service before making them more broadly available on off-premise menus.

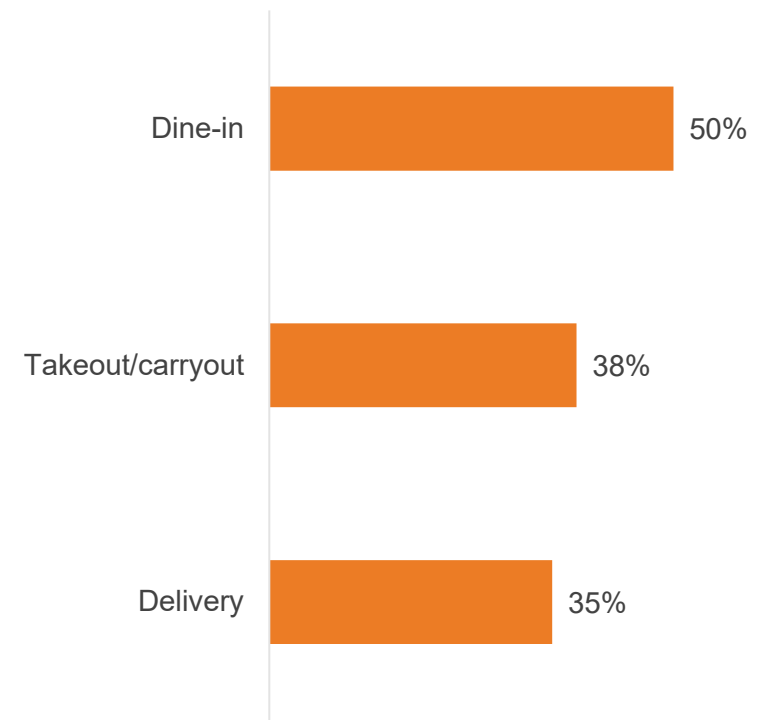
*Base: 1,500 consumers who visit foodservice

**Base: Approx. 800 consumers

Source: Technomic Ignite Consumer featuring the Technomic 2021 Flavor Consumer Trend Report

42% of consumers agree or completely agree they are more likely to try a new or unique flavor from a restaurant than when cooking at home**

LIKELIHOOD OF TRYING NEW FLAVORS BY ORDER FORMAT*
% LIKELY OR EXTREMELY LIKELY



Restaurant IPOs Stay Hot Globally

Restaurants have been taking steps to go public at a rapid pace over the past year, particularly in China, India and the United States.

We've covered IPO plans and filings from the likes of [Dodo Pizza](#) in Russia, [Pizza Hut](#) in Australia, [Krispy Kreme](#) in the U.S., [Tealive](#) in Malaysia and [Nayuki Tea](#) in China.

Here's a rundown on the latest.

[Helen's](#)—representative of the nascent late-night consumption scene in China—raised about US\$340 million with its IPO in Hong Kong.

[Burger King](#) and [Popeyes](#) operator in Turkey and China is reportedly again

mulling an IPO, seeking as much as US\$250 million.

[Domino's](#) in China is reportedly looking to raise up to US\$100 million with a listing in Hong Kong.

[Heytea](#) is also again in the news in China, potentially mulling an IPO that could fetch the cheese tea pioneer upwards of US\$500 million.

[Michelle Ice City](#)—the tea and dessert chain that reportedly recently opened its 20,000th location in China—is considering a listing on the mainland.

[Burger King's](#) business in the U.K. is eyeing an IPO that could raise about US\$800 million.

[Madero](#) is seeking about US\$370 million with a listing for its steakhouse and burger chain business in Brazil.

Technomic tracks restaurant chain news and developments daily across 25 countries in a dozen languages. [Learn more now.](#)

Source: Technomic Global Foodservice Navigator Program
Image Source: Shutterstock



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We provide insights into consumer, industry and menu trends in the U.S., Canada and 23 countries around the world.

Our team of experts helps leaders in the industry make complex business decisions, set strategy and stay ahead of the curve.

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