

Menu Solutions for Post-Pandemic Business Growth

MENU INTELLIGENCE

Menu Shrinkage



Most menu item deletions from pre-pandemic to today were **entrees** (79%) and **appetizers** (11%)

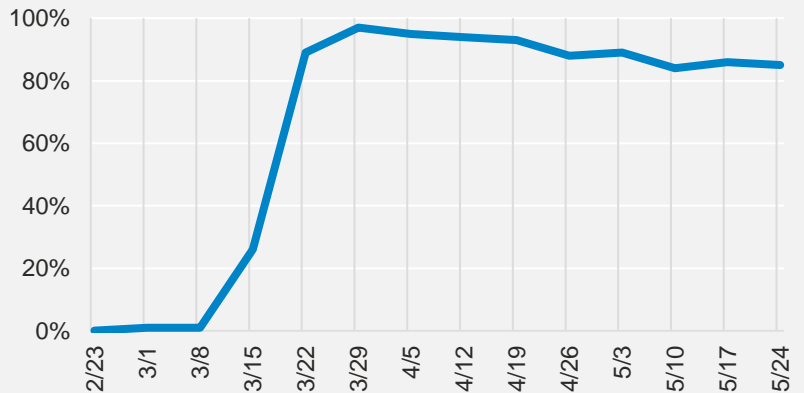
Top 5 Most Deleted Items

- 1 Mexican appetizers
- 2 Breaded vegetable sides
- 3 Other dish entrees
- 4 Fruit desserts
- 5 Nonbreaded vegetable appetizers

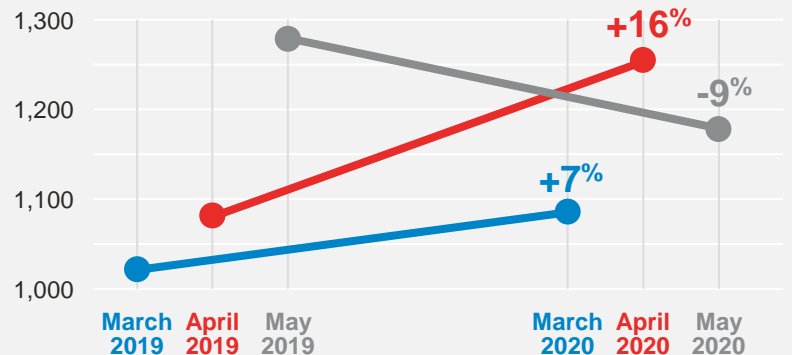


COVID-19 Marketing and Promotions Tracker

PERCENTAGE OF TOP 500 CHAINS' PROMOTIONS THAT ARE RELATED TO COVID-19



LTO Counts



Source: Technomic Ignite menu data

TRENDS TO EXPECT

The 'Four S' Process of Recovery

	Phase 1: Survival <i>(Containment and Minimization of Damage)</i>	Phase 2: Start <i>(Tiered Reopening)</i>	Phase 3: Strengthen <i>(Industry Recovery)</i>	Phase 4: Surge <i>(Investment and Growth)</i>
Menu Actions	Menu rationalization	Menu revitalization	Menu optimization	Menu reinvention
What's Happening	Menus shrink, with items tailored to off-premise	Craveable, value-driven items prevail	Low-cost, high-profit-margin items that drive check averages	More advanced culinary innovation

Trends by Segment

LIMITED SERVICE

- Increased Add-Ons
- Shirking Self-Service
- Immunity Boosters

Technomic Take:

Add-ons create an avenue for incremental sales—something operators will need post-pandemic.



FULL SERVICE

- Shunning Shareables
- Amping Up Retail
- Innovation & Luxury

Technomic Take:

After switching to affordable comfort foods, operators will return to fancier fare that appeals to consumers wanting a change of pace or to celebrate.

ALL SEGMENTS

- Low Cost, High Profit Margins
- Menu Streamlining
- Healthy Fare Spikes

Technomic Take:

Meats, carbs, coffee and tea are inexpensive options for operators yet still highly craveable and affordable for consumers.





Technomic®

Since 1966, we have produced in-depth research focused on the foodservice industry.

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.