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

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<tbody>
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### Menu Actions

- **Phase 1: Survival**
  - Menu rationalization
- **Phase 2: Start**
  - Menu revitalization
- **Phase 3: Strengthen**
  - Menu optimization
- **Phase 4: Surge**
  - Menu reinvention

### What’s Happening

- **Phase 1: Survival**
  - Menus shrink, with items tailored to off-premise
- **Phase 2: Start**
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### 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.
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.