## March Madness Foodservice Trends to Watch

The "First Four" 54% Where will you get food from? First Round plan to watch at least a few WHEN WATCHING AT HOME: of the March Madness 5% Upscale casual Second Round 1% basketball games 30° Fine dining dining restaurant 32% 6% Sweet 16 **OF THESE CONSUMERS...** Fast-food Family-style restaurant 4**0**% Planning to purchase food 10% from foodservice to eat while Elite Eight Bar watching any of the games? 24% 23% 14% Traditional casual Fast-casual 49% **64**% dining restaurant No **Final Four** Yes 42<sup>%</sup> 32% Order format 56% most likely Championship 21 Game to use: 37% Drive-thru 18% Mavbe Among those who plan to watch the games at home Among those who said yes or maybe... WHEN WATCHING AT A Among those who plan to watch the **RESTAURANT OR BAR:** games at a bar or restaurant 26% 3% 3% plan to do both Upscale casual Fine dining dining restaurant **69**<sup>%</sup> 33% plan to watch the 8% games a home/ Bar Family-style restaurant someone else's home and order 5% food for pickup 10% plan to watch the or delivery Fast-casual games at a bar or restaurant 12% 31% Fast-food Traditional casual dining restaurant **Technomic** Source: Omnibus survey © 2021 Technomic. Inc

Which

Selection Sunday rounds of the tournament

will you order food for/go out for...