

Industry Insights

A roundup of noteworthy foodservice findings
for the week of Aug. 28, 2023

Image Source: Shutterstock



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Family-style players shine among the Future 50 chains

The family-style menu category posted the highest number of chains on Technomic's recently-released *Future 50 Growth Chains* report, driven by regional breakfast and brunch concepts like Huckleberry's, Big Bad Breakfast and Ruby Slipper Cafe.

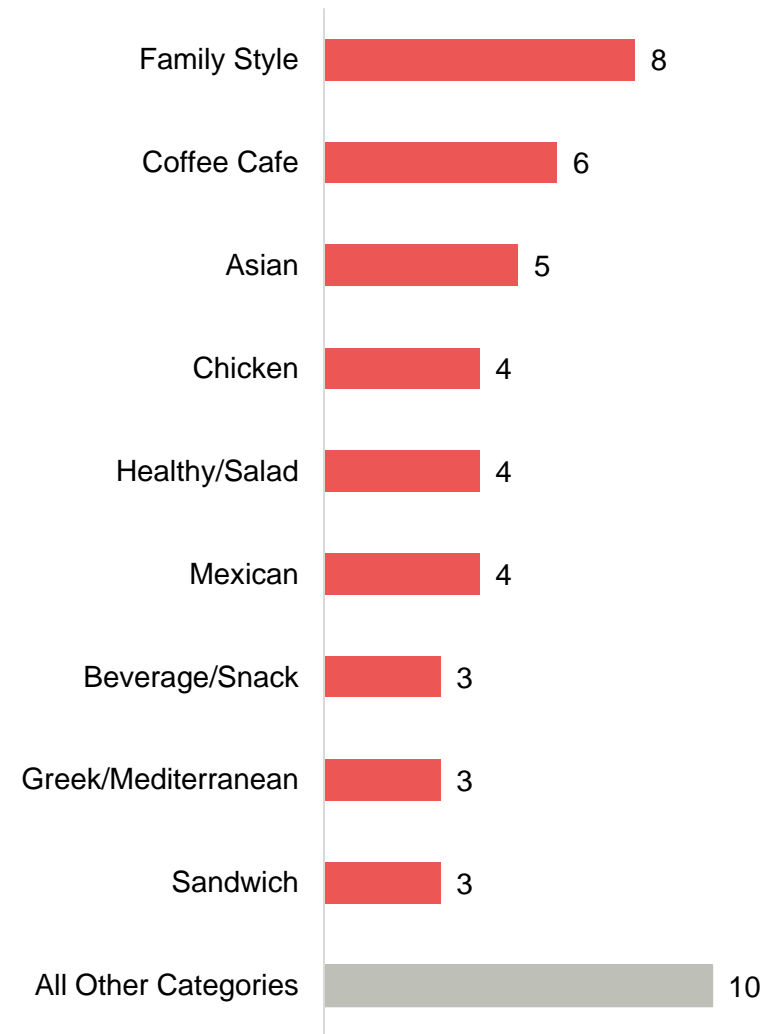
The coffee cafe category also had a sizeable presence on the Future 50 list with six different concepts qualifying, including 7 Brew Drive Thru Coffee, Black Rifle Coffee Company and Summer Moon Coffee.

The *Future 50 Growth Chains* report highlights the fastest-growing concepts within Technomic's Top 1,500 chain restaurant directory with total annual sales under \$75 million. Chain eligibility is determined by year-over-year sales and location growth performance.

[Ignite Company clients: Click here for more](#)

Source: Technomic Ignite Company featuring the Technomic 2023 Future 50 Growth Chains report

FUTURE 50 EMERGING CHAINS
CHAIN COUNT BY MENU CATEGORY



IGNITE MENU

Value meals soar to new heights

With prices continuing to soar, operators are increasingly turning to value meals to entice cost-conscious consumers.

Today, 19.8% of operators have a value meal on their menu, compared to 18.9% in Q2 2022. Further, not only are more operators offering value meals, but the number of value meals on menus has increased 15.2%, so clearly there's more variety in the types of value meals offered today compared to years past.

Sandwich, chicken and pizza value meals continue to dominate as the most popular value entrees on menus, but we continue to see growth in other

categories. For example, six of the top 10 fastest-growing dishes overall in the past year are value meals, from beef (+39%), pork (+28%) and chicken (+28%) value meals to vegetable (+44%), pasta/noodle (+27%) and other (+29%) value meals.

Additionally, every single value meal type has shown menu growth year over year, with the exception of build-your-own value meals (-7%) and dessert value meals (-25%), both of which have low menu incidence as is.

[Ignite Menu clients: Click here for more](#)

Source: Technomic Ignite Menu, Q2 2022-Q2 2023
Image Source: Shutterstock

FASTEST-GROWING DISHES OVER THE LAST YEAR (Q2 2022-Q2 2023)

Vegetable Value Meals **+44%**

Imitation Meat Burrito **+41%**

Beef Value Meals **+39%**

Macaron **+39%**

Other Value Meals **+29%**

Kids Potato/Other Chips **+28%**

Pork Value Meals **+28%**

Chicken Value Meals **+28%**

Pasta/Noodles Value Meals **+27%**



Smoothie
Bowl
+72%

How limited-service loyalty programs stack up

Guest loyalty and rewards programs have been big news in recent periods. Given concerns about share of restaurant traffic amid a consumer cash and credit crunch, major restaurant chains now leverage these programs as the primary channel for offering deals and promotions. Cutting nonmembers out of the loop encourages diners to sign up—or risk missing out on scoring the latest LTO or value-based offer.

Technomic asked recent guests across more than 150 top chains to rate the quality of points or rewards offered by

the chain they are evaluating, and among limited-service chains tracked, a few clear winners have emerged.

“The coffees and Dutch Rebel drinks taste great, and we often get free drinks with the loyalty program they offer. The app tells us when we get free drinks, and when we should also go to get collectible stickers with our drinks. With the app, it is very easy to load funds on to it directly and pay without even having to pull a card out, just a phone.”
—Recent Dutch Bros Coffee guest

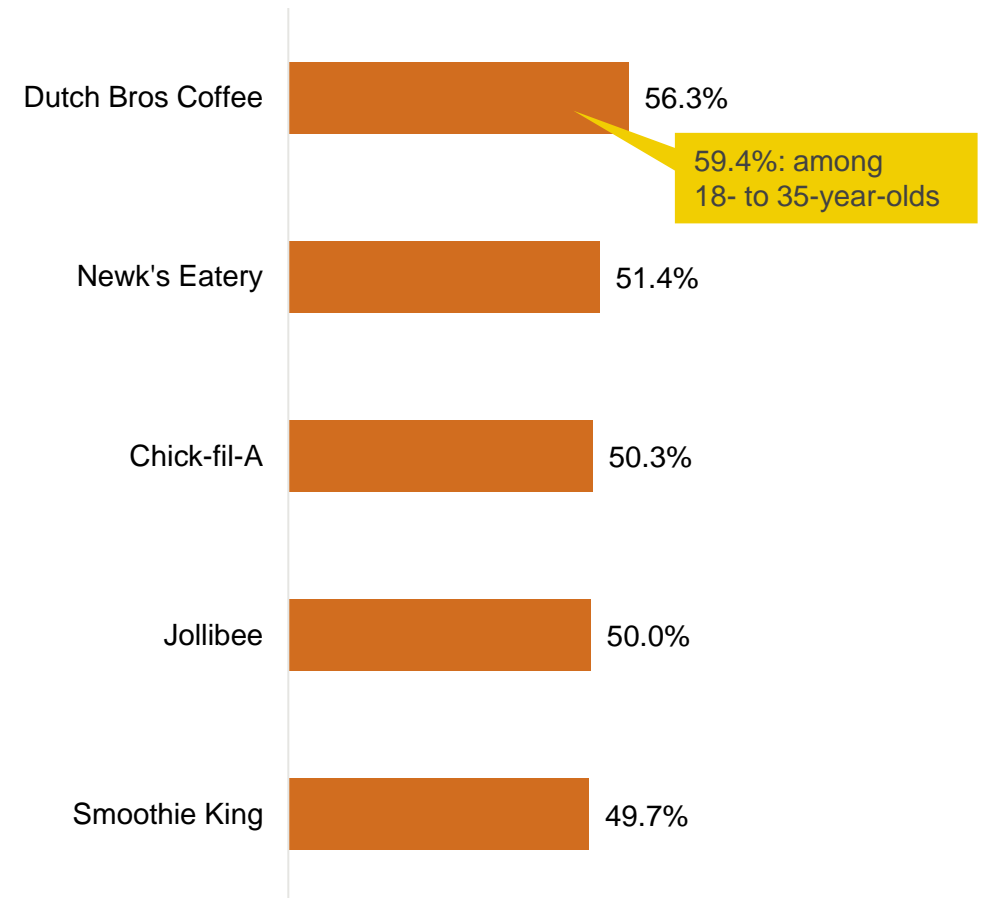
[Ignite Consumer clients: Click here for more](#)

Base: Varies; Approx. 700 recent guests per chain

Q: Based on your most recent occasion, how would you rate this chain on quality of loyalty program points/rewards?

Source: Technomic Ignite Consumer, Q3 2022-Q2 2023

TOP RATED LIMITED-SERVICE CHAINS: QUALITY OF LOYALTY PROGRAM POINTS/REWARDS (TOP BOX=% VERY GOOD)



Menu development in Latin America

As part of its Global Navigator program, Technomic tracks menu development activity in five key markets in Latin America, both from month to month and year to year. Below are a few highlights from how this region's activity has fared over the last two years:

Top chains in Latin America collectively released just under 1,900 items in 2022—a 36.6% increase from 2021, when they introduced 1,367 items.

Though every tracked market notched double-digit percentile increases in menu development, much of the region's overall growth can be traced to

the eye-popping development in Argentina and Mexico. Respectively, these markets placed second and first for most rapid menu development increases in the world.

Top chains in Argentina released 323 items in 2022—a 52% increase from the preceding year. This enormous increase in productivity helped the country jump in the region's items developed per chain metric.

In 2021, Argentina operators were the slowest of any tracked market in Latin America to roll out LTOs, doing so at an average of just 7.1 items per chain.

In 2022, however, Argentina operators were releasing an average of 10.8 items per chain, landing the market second in the region behind only Mexico.

Among Mexico operators, who were already among the most productive in the region in 2021, top chains scored a 58% increase in year-over-year item development in 2022.

At an even 500 new items from tracked chains, Mexico operators became the most active in menu development in the region, with an average of 12.5 new items per chain.



Only Technomic can track emerging menu trends around the world with over 50,000 new and limited-time menu items from 25 different countries at the ready to keep clients informed and ahead of their competition. Take a deeper dive into these markets and items with Technomic's [Country Reports](#).

[Global Navigator clients: Click here for more](#)

Source: Technomic Global Foodservice Navigator Program
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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.

Have questions?

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