



Technomic[®]

Industry Insights

A roundup of noteworthy foodservice findings
for the week of Nov. 14, 2022

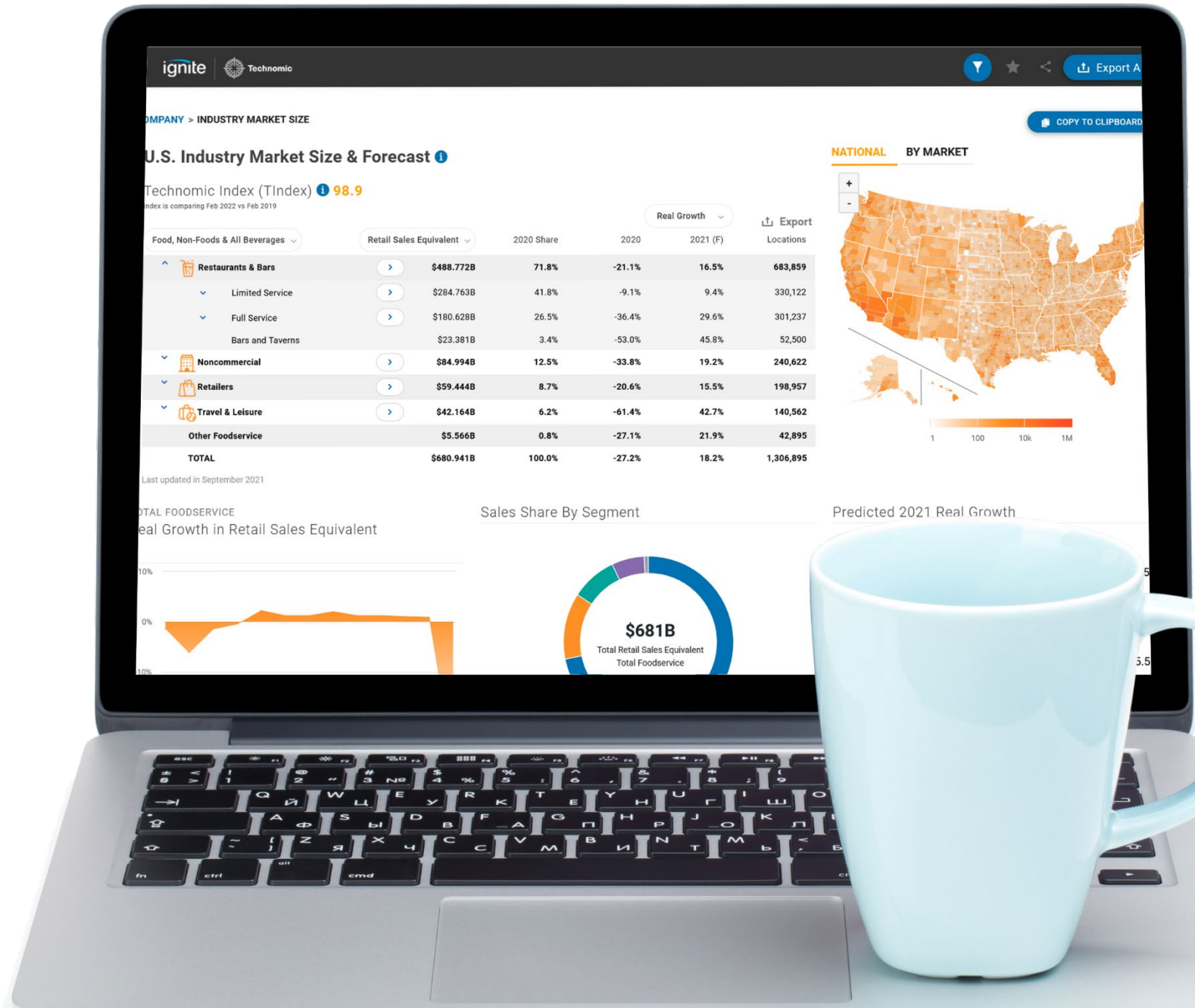


Forecast industry performance

Inform your strategy with foodservice industry sales and projections, market-level operator intel and more from Ignite Company.

[Learn more](#)

info@technomic.com | [technomic.com](https://www.technomic.com)



Foodservice Sales Rebound for AMC Theatres

Despite a shrinking location footprint, food and beverage revenues have improved markedly for AMC Theatres thus far in 2022.

During the nine-month period ending Sept. 30, AMC's domestic food and beverage revenues increased by over 105% on an annual basis and have already surpassed 2021 revenue totals for the full calendar year.

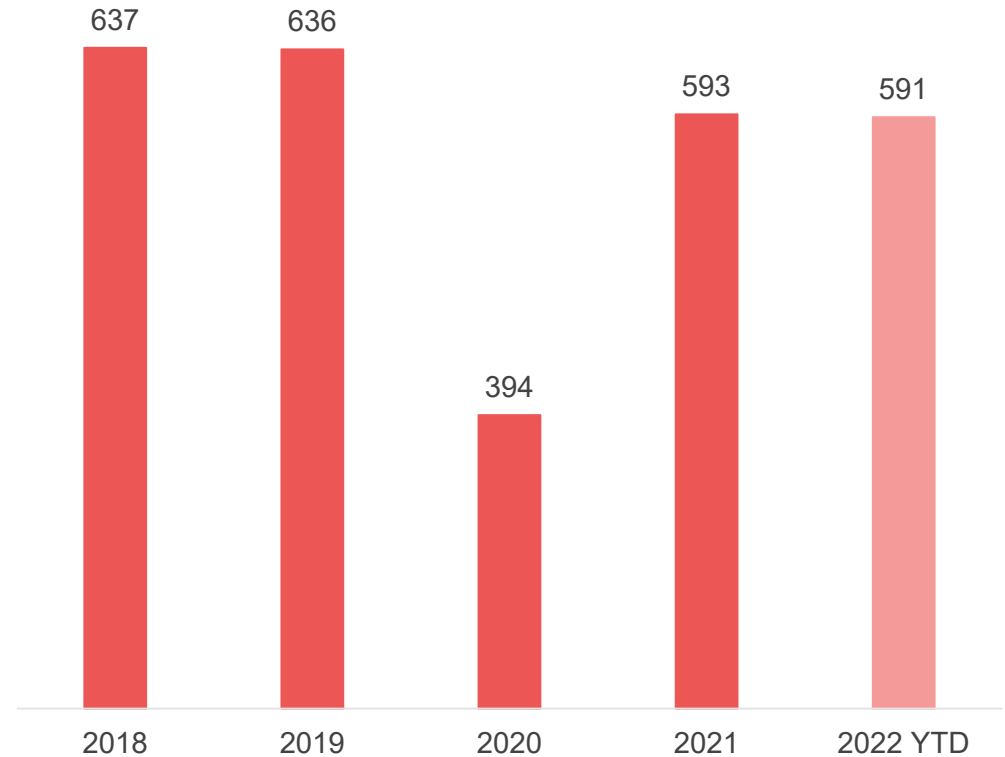
Total food and beverage sales for AMC Theatres registered at \$677 million in 2021, falling well short of the \$1.3 billion pre-pandemic benchmark from 2019.

Additional performance insights for AMC Theatres, plus key category competitors like Regal Entertainment, Cinemark and more can be accessed via Ignite Company.

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

Source: Technomic Ignite Company

AMC MOVIE THEATRES
TOTAL U.S. LOCATIONS



3 Takeaways From Today's Menus

With the launch of Technomic's new Ignite Menu data for Q3 2022, here are some key takeaways.

1. Menus are making a comeback

Overall, menu incidence is on the rise. Item counts are up 0.9% over the past year, increasing 2.2% over the past three years and 2.1% over the past five years. Menus have officially recovered from the drop seen in Q3 2020 at the height of the pandemic.

2. Nontraditional proteins swell on menus

Among fastest-growing ingredients and dishes are nonmeat and premium

proteins. Plant-based fish is the third-fastest-growing ingredient on menus over the past year, up 37.5%, and imitation-meat sandwiches are up 16.0%. Among top-growing dishes are grains such as couscous (+25.0%) and quinoa (+22.1%), and premium options like Kobe beef (+16.1%) and caviar (+14.1%).

3. Kids, senior and COVID-19 items decline

The only mealparts seeing year-over-year declines are kids menus (-0.9%) and senior menus (-12.3%). Fastest-declining dishes include retail items such as fruits/vegetables (-48.1%), packaged coffee (-33.3%), take-and-bake (-46.7%) and meal kits (-35.5%).

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

Source: Technomic Ignite Menu
Image Source: Shutterstock

ITEM COUNT GROWTH OVER THE LAST YEAR (Q3 2021-Q3 2022)

Appetizer **+1.2%**

Add-On **+1.1%**

Side **+1.0%**

Entree **+0.9%**

Dessert **+0.3%**

Nonalcohol Beverage **+0.2%**

Kids Menu **-0.9%**

Senior Menu **-12.3%**

Overall +0.9%



Just Exactly When Are Consumers Ordering Avocados?

An essential piece of the Technomic Ignite Consumer program dives deep into what, how and when consumers are ordering at leading chain restaurants. Consumer order insights data provides a comprehensive window into consumer behaviors and occasion outcomes—as they relate to engagement with a specific menu item or ingredient.

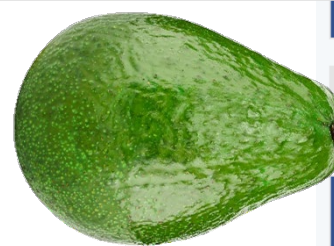
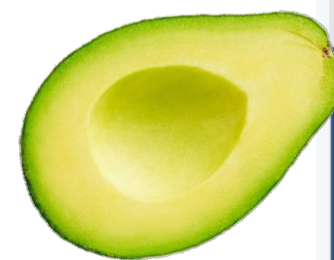
Over the last decade, avocados have enjoyed tremendous growth across all areas of menus. But when and where do we see diners ordering items that feature avocados as an ingredient?

Looking specifically at entree items, recent diners report that entree salads, sandwiches and burgers are the most common avocado items ordered. However, we see a different time of day and week during which these orders take place.

Avocado burgers, for example, are more often ordered for Friday or Saturday dinners. Conversely, avocado salads and sandwiches are primarily weekday lunches. Operators and suppliers looking to leverage avocados can use this information to inform both innovation and promotional strategies.

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

Base: Varies; Approx. 6,500 consumers ages 18+ per attribute for each period shown
 Source: Technomic Ignite Consumer
 Image Source: Shutterstock



CONSUMER > ORDER INSIGHTS > AVOCADO AVOCADO

The Consumer of Avocado ⓘ

Salad Main Dish 4.4% of consumers ordered		
PREORDER		
DAY	DAYPART	REASON FOR ORDER/VISIT
Monday – Thursday 56.5%	Lunch 46.5%	Routine meal 49.6%

Sandwiches And Wraps 6.4% of consumers ordered		
PREORDER		
DAY	DAYPART	REASON FOR ORDER/VISIT
Monday – Thursday 52.3%	Lunch 46.3%	Routine meal 40.3%

Burgers 10.9% of consumers ordered		
PREORDER		
DAY	DAYPART	REASON FOR ORDER/VISIT
Friday – Saturday 47.7%	Dinner 49.0%	Unplanned visit 41.0%

Bringing Global Coffee Builds Home

Like an operator's selection and roast of coffee beans, particular coffee builds serve as a major driver in encouraging consumers to patronize one brand over another.

Recent LTO data show that coffee preparations originating from and popular within different countries are increasingly found abroad as consumers seek new and flavorful coffee preparations.

These are just a few examples of how and where chains are bringing

international coffee builds to their menus:

In South Korea, [Starbucks rolled out its take on a classic Viennese Einspanner](#), which features dark coffee, glazed cream and, in a nod to regional trends, a cream cheese foam topping.

ZUS Coffee, a Malaysian operator, [launched its Sips of Vietnam line](#) starring variations on the traditional coconut-and-condensed-milk Vietnamese iced coffee recipe, including a fusion build with its

signature Spanish Latte.

In [China](#), the [UAE](#) and their native [South Korea](#), dalgonas and their now-iconic sweet and frothy peaks are being added to menus as operators seek to capitalize on the drink's sustained social media-driven trendiness.

Stay on top of new beverage trends and much more with [Technomic's Global Navigator Program](#).

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

Source: Technomic Global Foodservice Navigator Program
Image Source: Shutterstock



WANT MORE INSIGHTS?

You can get this report delivered to you bi-weekly!

[Sign up here>>](#)

Ignite Company

See where restaurant chains are, how many units they have and how well they're doing.

[Explore>>](#)

Ignite Menu

Pinpoint the latest menu trends and see what's on the horizon.

[Explore>>](#)

Ignite Consumer

Get to know your customers' customers through 60+ attributes and visit occasion metrics.

[Explore>>](#)

Global Foodservice Navigator

Understand the global industry, from menu trends to consumers, in 25 countries. [Explore>>](#)



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.

Have questions about this report?
Reach out to us today.

312-876-0004
info@technomic.com
technomic.com