

# Huhtamaki

## 2021 Q3 Trends Report



Summer Flavors | Drone Delivery | M&A in F&B



## I. Summer Flavors

For chefs and restaurants, summertime means new foods, flavors and seasoning – and this year is no exception. With the light and airy fun of summer, menus are showcasing:



**International Flavors**



**Sweet Berries**



**Light Seafood**

# Bold International Flavors

---

**Torchy's Tacos** are known for their fresh, quality ingredients. For their monthly taco of the month, the Tuk Tuk, they take inspiration from Thailand. Thai-seasoned fajita beef, cheese and cabbage slaw are just a few of the delicious ingredients in this unforgettable taco.



**Beef**



**Carrots**



**Cucumber**

# Bold International Flavors

**Firehouse Subs** launched a Chicken Gyro Sub that concentrates on Mediterranean flavors like grilled chicken, feta cheese, tzatziki, and so much more.

“A light and refreshing” addition to their hardy menu.



**Chicken**



**Onions**



**Lettuce**

# Bold International Flavors

---

**TGI Friday's** is pulling a variety of international and national flavors this summer. With inspiration from Mexico to Korea, consumers will be able to enjoy tastes from all over.



**Poblano**



**Green Onions**



**Wasabi**



**Salad**



**Corn**



**Apple**

**Noodles & Company** is taking inspiration from South of the border and all over Asia with their Mexican Street Corn Salad and Asian Apple Citrus Salad.

The salads feature international flavors while staying true to their brand promise to deliver healthy options.

# Sweet Berries

---

**Applebee's** launched a new Boom Berry Daiquiri, which features strawberry, lime and, of course, Captain Morgan's rum.



Strawberry



Lime



Rum



Ice Cream



Strawberry



Blackberry

**Andy's Frozen Custard**, an ice cream shop, puts blackberries and strawberries in their "Battle of the Berries" summer ice cream.

The contest includes Grandma Elaine's Strawberry Shortcake Sundae and Blackberry Waffle-Jack.

# Sweet Berries

---

The **Daphne's** chain has brought back a summer favorite – Strawberry Salad. It consists of a mix of spring greens, honey vinaigrette, candied walnuts and a whole bunch of other delicious flavors.



**Spring Greens** | **Strawberry** | **Walnuts**



**Beer** | **Strawberry** | **Milkshake**

**Goose Island Beer Company** has partnered with **Sheetz (the mid-Atlantic gas station)** to bring strawberry to beer.

**Sheetz** is famous for their Strawberry-Banana Milkshake, so Goose Island has incorporated that flavor into a fruity milkshake IPA.

# Seafood

---

**Shake Shack** is best known for their beef burgers, but this summer, they've mixed it up with a shrimp burger.

Using Korean flavors and working with Michelin star chef Junghyun Park, Shake Shack added Atoboy's Grenada pepper sauce, butter lettuce and shaved red onions to a fried crispy shrimp patty, exclusively at their Madison Square Park location.



**Burger**



**Shrimp**



**Red Onion**



# Seafood

---



Sea Bass



Chef's Hat



Groceries

**Trader Joe's** might not have a menu, but they're helping home chefs bring more seafood into their kitchens by adding branzino fillets to their frozen food section.

This European sea bass is light, flaky and a little sweet—a Mediterranean staple.

## Modern Market Eatery, a

“made-from-scratch” restaurant, is featuring line-caught ahi tuna in three different bowls:

- Lemon grass tuna bowl
- Seared Ahi bowl
- Line-caught tuna bowl



Ahi Bowl



Tuna



Lemongrass

# Seafood

**Benningan's** is featuring a salad with greens, sweet chili lime vinaigrette, red bell peppers, carrots, red cabbage, tomatoes, avocados, all topped with shrimp.

The Rita's Sriracha Shrimp Salad is a lighter option.



**Bell Peppers**



**Carrots**



**Avocados**



## II. Drone Delivery

Drone deliveries have been a part of the cultural conversation for some time now. Companies like Amazon began testing drone services as early as 2013. But, with the pandemic accelerating technology trends across the restaurant segment, drone delivery is thought to have become more common.

# Drone Delivery

Here are some examples of companies giving drone delivery a shot.

**A. El Pollo Loco** has been making headlines with their drone delivery testing in Southern California. The food is packaged in a secure box with thermo-to-go packaging, and the drones can reach speeds up to 32 mph.



**B. Buffalo Wild Wings** is also taking flight. A franchise in Alabama is testing drone delivery with the company's Deuce Drone.



### III. M&A in F&B

2020 was a year filled with a lot for the restaurant industry, including mergers and acquisitions. Technomic's trackers report that "31 chains within Technomic's top 1,500 U.S. chain restaurant ranking changed ownership in 2020." And M&A hasn't stopped in 2021. Technomic says, "Mergers and acquisitions are likely to pick up as operators look to leverage scale and potentially snag a delivery-focused brand."

# M&A in F&B

---

## A. Capriotti's Sandwich Shop did well

through the pandemic. David Bloom, the Chief Development and Operating Officer, saw Wing Zone as an opportunity. Its popular menu items and ability to add technology components provide scalability and growth potential.



**B. Friendly's** declared bankruptcy in November of 2020. Its parent company, Sun Capital Partners Group, sold the 130 corporate and franchise Friendly's locations to Amici Partners Group, LLC. Amici Partners Group, which owns other restaurant and café establishments, plans to focus on menu innovation.



# M&A in F&B

---

C. **Famous Dave's BBQ**, which acquired Granite City and Real Urban BBQ in 2020, is adding another barbecue company to their roster. Their goal for all these barbecue acquisitions is to allow their franchises access to multiple brands.



## IV. Sign-Off

As a foodservice provider, it's important to remain on top of the trends that are important to your customers. Huhtamaki North America stays at the forefront of these trends to help your business navigate the ever-changing foodservice landscape.



**Summer Flavors | Drone Delivery | M&A in F&B**



# Q3 2021 Trends Report Sources by Slide

- Slide 3 : [https://www.restaurantbusinessonline.com/food/after-july-4-lull-summer-menu-launches-accelerate?utm\\_source=Marketo&utm\\_medium=email&utm\\_campaign=NL\\_RB\\_Daily\\_07-14-21&LID=8765750&mkt\\_tok=NTYxLVpOUc04OTcAAAF-RE9o1pOcVT\\_wHY93O2sH7v6CxASauaq352u5dHfJp\\_zL3PFMA55htmlz5u4lpsvfz2VoUFBQArz0O87di2fELBVf-Krbf-KgFb0FuHVny-ryA](https://www.restaurantbusinessonline.com/food/after-july-4-lull-summer-menu-launches-accelerate?utm_source=Marketo&utm_medium=email&utm_campaign=NL_RB_Daily_07-14-21&LID=8765750&mkt_tok=NTYxLVpOUc04OTcAAAF-RE9o1pOcVT_wHY93O2sH7v6CxASauaq352u5dHfJp_zL3PFMA55htmlz5u4lpsvfz2VoUFBQArz0O87di2fELBVf-Krbf-KgFb0FuHVny-ryA)
- Slide 4: [https://www.restaurantbusinessonline.com/food/after-july-4-lull-summer-menu-launches-accelerate?utm\\_source=Marketo&utm\\_medium=email&utm\\_campaign=NL\\_RB\\_Daily\\_07-14-21&LID=8765750&mkt\\_tok=NTYxLVpOUc04OTcAAAF-RE9o1pOcVT\\_wHY93O2sH7v6CxASauaq352u5dHfJp\\_zL3PFMA55htmlz5u4lpsvfz2VoUFBQArz0O87di2fELBVf-Krbf-KgFb0FuHVny-ryA#page=1](https://www.restaurantbusinessonline.com/food/after-july-4-lull-summer-menu-launches-accelerate?utm_source=Marketo&utm_medium=email&utm_campaign=NL_RB_Daily_07-14-21&LID=8765750&mkt_tok=NTYxLVpOUc04OTcAAAF-RE9o1pOcVT_wHY93O2sH7v6CxASauaq352u5dHfJp_zL3PFMA55htmlz5u4lpsvfz2VoUFBQArz0O87di2fELBVf-Krbf-KgFb0FuHVny-ryA#page=1)
- Slide 5: <https://www.trendhunter.com/trends/global-bar-crawl>,  
<https://www.trendhunter.com/trends/mexican-street-corn-salad>
- Slide 6: [https://www.fsrmagazine.com/content/applebees-introduces-new-star-spangled-sips-celebrate-summer?utm\\_source=fs\\_insider&utm\\_medium=email&utm\\_campaign=20210609](https://www.fsrmagazine.com/content/applebees-introduces-new-star-spangled-sips-celebrate-summer?utm_source=fs_insider&utm_medium=email&utm_campaign=20210609),  
[https://www.restaurantbusinessonline.com/food/after-july-4-lull-summer-menu-launches-accelerate?utm\\_source=Marketo&utm\\_medium=email&utm\\_campaign=NL\\_RB\\_Daily\\_07-14-21&LID=8765750&mkt\\_tok=NTYxLVpOUc04OTcAAAF-RE9o1pOcVT\\_wHY93O2sH7v6CxASauaq352u5dHfJp\\_zL3PFMA55htmlz5u4lpsvfz2VoUFBQArz0O87di2fELBVf-Krbf-KgFb0FuHVny-ryA#page=14](https://www.restaurantbusinessonline.com/food/after-july-4-lull-summer-menu-launches-accelerate?utm_source=Marketo&utm_medium=email&utm_campaign=NL_RB_Daily_07-14-21&LID=8765750&mkt_tok=NTYxLVpOUc04OTcAAAF-RE9o1pOcVT_wHY93O2sH7v6CxASauaq352u5dHfJp_zL3PFMA55htmlz5u4lpsvfz2VoUFBQArz0O87di2fELBVf-Krbf-KgFb0FuHVny-ryA#page=14)
- Slide 7 : [https://www.restaurantbusinessonline.com/food/after-july-4-lull-summer-menu-launches-accelerate?utm\\_source=Marketo&utm\\_medium=email&utm\\_campaign=NL\\_RB\\_Daily\\_07-14-21&LID=8765750&mkt\\_tok=NTYxLVpOUc04OTcAAAF-RE9o1pOcVT\\_wHY93O2sH7v6CxASauaq352u5dHfJp\\_zL3PFMA55htmlz5u4lpsvfz2VoUFBQArz0O87di2fELBVf-Krbf-KgFb0FuHVny-ryA#page=6](https://www.restaurantbusinessonline.com/food/after-july-4-lull-summer-menu-launches-accelerate?utm_source=Marketo&utm_medium=email&utm_campaign=NL_RB_Daily_07-14-21&LID=8765750&mkt_tok=NTYxLVpOUc04OTcAAAF-RE9o1pOcVT_wHY93O2sH7v6CxASauaq352u5dHfJp_zL3PFMA55htmlz5u4lpsvfz2VoUFBQArz0O87di2fELBVf-Krbf-KgFb0FuHVny-ryA#page=6),  
<https://www.trendhunter.com/trends/sheetz-strawberrybanana-milkshake>
- Slide 8: <https://www.trendhunter.com/trends/now-serving-series>
- Slide 9: <https://www.trendhunter.com/trends/branzino-fillets>,  
[https://www.restaurantbusinessonline.com/food/after-july-4-lull-summer-menu-launches-accelerate?utm\\_source=Marketo&utm\\_medium=email&utm\\_campaign=NL\\_RB\\_Daily\\_07-14-21&LID=8765750&mkt\\_tok=NTYxLVpOUc04OTcAAAF-RE9o1pOcVT\\_wHY93O2sH7v6CxASauaq352u5dHfJp\\_zL3PFMA55htmlz5u4lpsvfz2VoUFBQArz0O87di2fELBVf-Krbf-KgFb0FuHVny-ryA#page=5](https://www.restaurantbusinessonline.com/food/after-july-4-lull-summer-menu-launches-accelerate?utm_source=Marketo&utm_medium=email&utm_campaign=NL_RB_Daily_07-14-21&LID=8765750&mkt_tok=NTYxLVpOUc04OTcAAAF-RE9o1pOcVT_wHY93O2sH7v6CxASauaq352u5dHfJp_zL3PFMA55htmlz5u4lpsvfz2VoUFBQArz0O87di2fELBVf-Krbf-KgFb0FuHVny-ryA#page=5)
- Slide 10: [https://www.restaurantbusinessonline.com/food/after-july-4-lull-summer-menu-launches-accelerate?utm\\_source=Marketo&utm\\_medium=email&utm\\_campaign=NL\\_RB\\_Daily\\_07-14-21&LID=8765750&mkt\\_tok=NTYxLVpOUc04OTcAAAF-RE9o1pOcVT\\_wHY93O2sH7v6CxASauaq352u5dHfJp\\_zL3PFMA55htmlz5u4lpsvfz2VoUFBQArz0O87di2fELBVf-Krbf-KgFb0FuHVny-ryA#page=9](https://www.restaurantbusinessonline.com/food/after-july-4-lull-summer-menu-launches-accelerate?utm_source=Marketo&utm_medium=email&utm_campaign=NL_RB_Daily_07-14-21&LID=8765750&mkt_tok=NTYxLVpOUc04OTcAAAF-RE9o1pOcVT_wHY93O2sH7v6CxASauaq352u5dHfJp_zL3PFMA55htmlz5u4lpsvfz2VoUFBQArz0O87di2fELBVf-Krbf-KgFb0FuHVny-ryA#page=9)

# Q3 2021 Trends Report Sources by Slide

- Slide 11 : <https://www.usatoday.com/story/tech/2019/12/01/amazon-bezos-drone-delivery/3799021/>,  
<https://www.pymnts.com/news/delivery/2021/drones-may-be-the-future-of-food-on-demand/>,  
<https://www.qsrmagazine.com/consumer-trends/restaurant-future-already-here>
- Slide 12: <https://www.trendhunter.com/trends/air-loco-drone-delivery>,  
<https://www.farmagazine.com/content/buffalo-wild-wings-franchisee-testing-drone-service>
- Slide 13: <https://www.trendhunter.com/trends/droneup-service-provider>,  
<https://www.trendhunter.com/trends/drone-delivery-program>
- Slide 14: <https://ignite.technomic.com/Account/Login?ReturnUrl=%2FReports%2FView%2FIndustry-insights-20210119151059%2Fgrid%2F%3Fexpression%3Dmergers>
- Slide 15 : <https://www.restaurantbusinessonline.com/operations/inside-capriottis-wing-zone-acquisition>,  
<https://www.nrn.com/family-dining/amici-partners-group-finalizes-acquisition-friendly-s-restaurants>
- Slide 16: [https://www.nrn.com/casual-dining/video-famous-dave-s-parent-company-will-nearly-double-size-planned-acquisitions?NL=NRN-02\\_&Issue=NRN-02\\_\\_20210715\\_NRN-02\\_890&sfvc4enews=42&cl=article\\_3&utm\\_rid=CPG06000016957313&utm\\_campaign=46816&utm\\_medium=email&elq2=19e6c9ab89b149808f0e79e8a7710970](https://www.nrn.com/casual-dining/video-famous-dave-s-parent-company-will-nearly-double-size-planned-acquisitions?NL=NRN-02_&Issue=NRN-02__20210715_NRN-02_890&sfvc4enews=42&cl=article_3&utm_rid=CPG06000016957313&utm_campaign=46816&utm_medium=email&elq2=19e6c9ab89b149808f0e79e8a7710970)