

Huhtamaki

Quarterly Trends Report



What Consumers Want • Food Trends • Technology



What Consumers Want

Convenience • Value • Experience

Convenience

With the growth of dual income households...

women now
 make up
46.9%
of the workforce.

more families are seeking convenient
meal solutions for their families.

More *blended meals* at home

18%

of meals eaten at home
included **at least one**
ready-to-eat item
from a restaurant.



Zoe's Kitchen & Chicken Salad Chick added to-go containers of salads, fruit & other sides as front-of-house, ready-made options.

33%

of **consumers** say that *ordering* takeout is **essential** to their lives.



c o n s u m e r s
PURCHASE TAKEOUT
at an average rate
of ***5x per month.***

Value

More restaurants are introducing limited-time offers & new loyalty programs to encourage visits & online ordering.



although the concept of **LOYALTY PROGRAMS** is not new to the *restaurant industry*, technology has changed how they **are executed.**

chains are using **apps** for
their loyalty programs
& are **catching on**
more & more to
apps as a mode for
ordering to-go. ★



finally launched a mobile rewards program



in 2017

to compete with **Domino's** & **PAPA JOHN'S**. Members can **only earn**

points by



ordering through the mobile app.



QSRs are battling it out to *offer the best value*.



rolled out their new **1-2-3 \$ Dollar Menu** in 2018.



added the **\$1 Stacker** to its **Dollar All Day** menu, & plans to add **20 new \$1 items** in 2018.



in the box

launched a new **"Value Done Jack's Way"** menu with items priced between **\$1 & \$5**.

Experience

CONSUMERS ARE MORE *experience-driven* than ever before. *Two-thirds* of consumers say they use dining out as a form of *entertainment*.

A faint, light blue illustration of a dining table and two chairs is visible in the background, centered behind the text.



CUSTOMERS

will **pay premium** for **experiences** like eating in a space where you can see the **CHEF PREPARING** the **food** or *enjoying a meal with a story* attached to it.

New “Eatertainment” concepts combine the experience, quality & value that consumers are seeking.

CONCEPT APPEALS
to *families with kids* to entertain before dinner.
millennials looking to hang out &
eat/drink with friends, & *older adults*
looking to *gather friends* for a **fun night out.**

GAMES lure  people in, but most
EATERTAINMENT
VENUES derive
75-80% of their revenue from
FOOD & BEVERAGE.

Food Trends

Plant-based • Global street food fusion
Floral flavors • Next-wave cuisines

New food trends emerging in 2018 include



Plant-based foods
& “mock meats” 

- named top trend for 2018 by the Specialty Food Association & Forbes.

Healthy trends continue, & consumers are looking for **protein** in foods ***other than red meat.***

Examples include:



jackfruit



cauliflower



tempeh



seitan



veggie burgers

Global street food fusion



FOOD TRUCKS &
food halls are getting
creative.

They are fusing foods like Vietnamese crepes with American-style BBQ.

Floral flavors

Ranked as the **#1 trend** by **WHOLE FOODS MARKET**, **floral**  **inspiration** will be **popular** in *drinks & snacks*. 



Lavender lattes



Elderflower cocktails



Hibiscus teas



"Rose-flavored everything"

Next-wave cuisines

Filipino • Korean • Fast-casual Indian

A large, faint, light blue graphic of a microphone is centered in the background. It features a rounded top and a circular body with a vertical stem at the bottom. A horizontal band with a dark blue-to-teal gradient is overlaid across the middle of the image, containing the text.

Technology

Voice-Enabled Speakers • Virtual Assistants



The **number** of people using *voice-enabled digital assistants like*

AMAZON ECHO &

GOOGLE HOME is

expected to grow from

69M in 2018 to

75.5M in 2019.



56%

of *voice-enabled commands*
in 2017 were **meal orders.**

more than

1/3

of *millennials*
used virtual
assistants
in 2017.

Restaurants such as  , **Domino's** ,  ,  , &  are embracing this trend  & are adopting voice recognition for mobile ordering. 




ran a TV ad  that said, "OK, Google, what is the  Whopper Burger," triggering any Google Home device  within earshot. 

OK, Google

ANDROID'S 
new "500Menu" app
allows users to search
restaurants & foods
using voice recognition.

Not just for restaurants

Consumers can top-up their pantries by asking **amazon's** Alexa  to place an order for delivery via **amazon**.



These Q1 trends confirm that consumer demands, trending cuisines and top-performing technologies are continually shifting the foodservice landscape. Huhtamaki North America is committed to staying on top of the ever-growing foodservice industry.

Huhtamaki