

Huhtamaki

Q3 2019 Trends Report



Summer Meal Programs | Delivery | Summer Menus



Summer Meal Programs

School's out, but increasing children's access to food year-round is in. More and more communities are working to fill the gap in the summertime for families dependent on food assistance offered in the classroom.



Schools are extending
foodservice in their own
buildings as well as in nearby
brick-and-mortar locations.

STAUNTON, VA

is expanding summer foodservice this year with a new site at Willow View Apartments, which reaches about **25 kids per day**.

Opelika City Schools

offers free lunch at three locations: **two primary schools and one high school**.



FOOD TRUCKS
are another trend helping serve
kids in the summertime.

Texas school districts have been hopping on the food truck bandwagon in recent years.

The Waco Independent School District

is serving free meals via food truck in hopes of engaging more teens and boosting summer meal program participation.

Austin Independent School District

added Nacho Average Food Truck to its fleet.

Denton Independent School District

recently converted a retired school bus into a food truck.



*Access to food for kids is important, but nutritional content shouldn't be overlooked. Some districts have turned to **farmers markets as a solution.***

In Irmo, SC, each family that attends the **Lexington-Richland School District** farmers market receives one free bag of fresh produce, and **kids 18 and under are provided a free meal.**

Institutions other than schools and the government are also helping out with student lunches during the summer months.



The Salvation Army in Alpena, MI, offers *breakfast and lunch Mon. – Fri.* to students throughout the summer.

The Boys and Girls Club, also in Alpena, offers *lunch and snacks.*



And **The Friendship Room** at St. Bernard's has food for anyone from 4:00 to 5:30 p.m. during the week.

Atrium Hospital

in Charlotte, NC, is allowing
***kids to eat free for the
second year in a row.***

The hospital aims to provide stability
for the more than 45,000 kids
in the area at-risk of going
hungry during the school break.



Awareness of these options is key in ensuring students *are served their next meal.*

In Piedmont, SC, residents can **text “FOOD” to 877-877.** An automated reply will ask for the sender’s zip code, prompting a list of places, including address, days and times, **where food is available all summer long.**





Delivery

As the U.S. food delivery market continues to expand, the ways in which food is being delivered continue to grow.

In 2018, the U.S. food delivery market saw a steady increase in operations nationwide.



84% of U.S. adults ordered delivery or takeout at least a few times per month.

UberEATS hoped to serve **70%** of the U.S. population by the end of 2018.

Postmates added 134 cities to its roster, covering **60% of the country**

As the demand for delivery continues to grow, restaurants are forced *to get creative to keep operations quick and convenient for customers.*



Autonomous Vehicle Delivery

DOMINO'S PIZZA is working with robotics company Nuro to test R2 in Houston, TX, later this year. The boxy, unmanned vehicle is designed to *cut down delivery times and costs*, and it provides convenience for customers via tracking capabilities and unique PINs to unlock orders.

PIZZA HUT is working with FedEx on the FedEx SameDay Bot, an autonomous delivery device that promises to *revolutionize local delivery.*



Hotspots & Alternative Delivery Spaces

DOMINO'S PIZZA

started delivering to even more locations through ***Domino's Hotspots***, which allow service to places *without traditional addresses* like parks, stadiums and beaches.

7-ELEVEN

followed suit by creating ***"7NOW Pins,"*** comprising *2,000 off-the-grid hotspot* locations through their app.

SWEETGREEN



recently launched Outpost,
a free lunch delivery service
in office buildings.

Pre-ordered salads are placed in
Outpost shelving units in centralized
locations for employees of companies
like **Nike, Vice, Refinery29** and more.



Summer Menus

Restaurants are taking advantage of the variety of fresh fruits and vegetables available in the summer months to give their menus a refresh.



Known for their traditional meats *and holiday-centric sides*, **BOSTON MARKET** is trying to get into *the consumer cookout mindset*.

Four new rotisserie chicken sandwiches, inspired by summer holidays and expanded regional flavors, **have been added to the menu.**



Bennigan's "best of summer showcase"
features bold, seasonal flavors
in both food and cocktails.

Items include:



Megan's Summer Berry Salad,
Joey's Chicken Artichoke Linguine,
Tropical Margarita
and Sam Adams Summer Ale.



CHOPT is staying true to its quest for unexpected flavors with quality ingredients in its **“Summer Road Trip” menu.**



Items include:

Key West Jerk Chicken Salad

Georgia Summer Cobb

Tex-Mex BBQ Bowl



Custom popsicles, or **CHOPTsicles**, are also available complimentary to customers via pop-up.



Wayback Burgers dubbed this summer as **“The Summer of Cinnamon”** with the rollout of its **Caramel Cinnamon Toast Crunch Milkshake.**

In addition to this LTO treat, they are also offering a **“Free Shake Day”** plus an ice cream sandwich made with **deep-fried buns rolled in cinnamon-sugar.**



Huhtamaki

The foodservice industry doesn't slow down in the summertime. As a provider, it's important to keep packaging in mind when tending to customers' seasonal needs from interim student food programs to the sweet relief of delivery services.

Huhtamaki North America stays at the forefront of these trends to help your business navigate the ever-changing foodservice landscape.