

# Huhtamaki

## Q4 2019 Trends Report



Employee Turnover | Artificial Intelligence | Eatertainment | Impossible Meat



## QSR/FSR Employee Turnover

Despite unemployment standing at a 17-year low, turnover rates are reaching an all-time high as decades of standardizing fast-food jobs have removed the skill from positions entirely.

# \$2,000

is the estimated  
average cost of  
turnover per  
employee.

- **NRA**

There are currently  
**800,000 unfilled positions**  
within the QSR industry



due to **negative perceptions** and  
a decrease in  
applicants.



Though pay is equal to that in the retail industry, ***foodservice hours, responsibilities and required uniforms*** cause many to view QSR/FSR jobs as ***“lower than” retail jobs.***

⚡ ***Fewer teens*** are applying  
for restaurant positions,

while ***increased immigration***  
enforcement is deterring the  
hiring of foreign-born employees.





*To help gain new hires,*

# ***Taco Bell***

is throwing “hiring parties,”  
which include one free meal per  
shift at company-owned stores,  
leadership development  
programs and tuition discounts.



***McDonald's***  
is partnering with  
AARP to tap into a  
new demographic of  
workers: **retirees.**



***Starbucks***  
is working to enlarge its  
**mental health program**  
offerings as a part of its current  
employee benefits program.





***The average turnover rate is 150%.***

A restaurant with a  
***staff of 20***  
will have to  
***hire 30 workers***  
in the span of a year.

***Panera Bread***  
loses close to  
***100%***  
of its workers  
***every year.***



## Artificial Intelligence

Thirty-five percent of people say they would stop doing business with a company after a poor experience. In response, many restaurants are turning to AI for its abilities to master repetitive tasks and personalize user interactions.



## ***Voice Ordering Technology***

***Drive-thrus:*** Making up nearly **70% of fast-food chain sales**, companies are working to make this grab-and-go method more efficient for employees and customers alike.

***Using AI*** to take drive-thru orders allows employees to listen as orders are being placed and begin preparing them in real time.

***Good Times Burger & Frozen Custard*** in Denver reported AI tech has cut down drive-thru wait times 10%–25% and, in some cases, **up to 50%**.



## *Phone Orders*

### *Chipotle*

uses AI to take phone calls, letting customers order over the phone, pay and skip the line with a convenient pickup shelf.

*AI can also suggest items* customers may have forgotten to order, like condiments, and even ***tag orders "ALLERGY"*** to alert prep staff.



# Eatertainment

While many restaurants are continuing to lean into delivery to reach customers at home, others are adding an element of entertainment to gain traction in-store.



Nearly **60% of people are interested** in visiting an eatertainment concept, and **30% have already visited one.**

**- QSR Magazine**

***The world's largest Starbucks*** is due to open on Chicago's Magnificent Mile in a four-story, window-filled emporium as a "brand amplifier" and innovation center.



***The chain's sixth Reserve Roastery*** will feature interactive tours, specialty cocktails by local mixologists, and full kitchens with exclusive coffees "**inspired by the culture and traditions of Chicago.**"



To acquire younger customers,  
***Cracker Barrel has invested \$140M into Punch Bowl Social***  
– an 18+ entertainment complex with food, bars and games, like ping-pong, bowling, arcade games and more.





***Top Chef judge Hugh Acheson leads Punch Bowl Social's culinary operations.***



Items like ***Wagyu beef hot dogs, bologna sandwiches with green olive tapenade,*** and other modern comfort foods have contributed to the nearly 90% of revenue earned from food and beverage alone.



***Tom's Urban***  
has rebranded itself as  
***Tom's Watch Bar,***  
investing heavily into  
**visual and audio**  
upgrades to give guests  
***a 360-degree view***  
***of live music and***  
***sporting events.***

# *Topgolf*



continues to expand its concept with **Topgolf Lounge**. Most recently launched in its newest Seattle location, this virtual entertainment concept includes a spacious patio with **interactive sports games**, food and drink.



## Impossible Meat

As meat-free diets gain popularity for reasons like health, environmentalism and animal rights activism, QSRs are investing more into meatless options. But are they as healthy as we think?

# ***Impossible<sup>TM</sup> Foods***



***Impossible<sup>TM</sup> Foods*** saw higher foot traffic in restaurants when compared to ***Beyond Meat***, which is thought to be due to its restaurant-first approach as opposed to debuting in grocery stores.



**Burger King's**  
rollout of the  
**Impossible™ Whopper**  
is raising sales and  
bringing in new customers.

The alt-Whopper is projected to contribute  
to **6% same-store sales growth**  
in the third quarter at American BK locations.

– Cowen



# ***White Castle***

first started serving the  
***Impossible™ Slider*** in **2018.**

***Qdoba, Little Caesar's, Red Robin,  
Cheesecake Factory and Hard Rock Café  
all serve Impossible™ Meats.***

# ***Beyond Meat***



## ***Del Taco's***

Beyond Meat Taco was one of the chain's most successful product launches ever.



## ***Dunkin'***

is the first chain in the U.S. to serve Beyond's plant-based sausage patties.



# Beyond Meat



## Subway

is testing a specially made meatball for their **Beyond Meatball Marinara sandwich.**



## KFC

tested **Beyond Meat** chicken nuggets and wings at one Atlanta location, selling out within five hours.



**Arby's** has the Meats and the Marrots too, apparently. The chain now offers turkey breast that resembles the veggie, coated in dried carrot juice powder.

# Huhtamaki

As a foodservice provider, it's important to stay on top of the trends that are exciting employees and customers alike. From improving benefits to experimenting with new foods and technologies, there are plenty of ways to attract and retain both key groups.

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