



2021 Foodservice Outlook & Trends

Entegra's Key Learnings Resource
January 28, 2021

Understanding Consumer Spending During COVID-19

- **Consumption is driven by:**
 - Consumers having money.
 - Consumers that are willing to spend money.
- **Low-income earners are spending.** Many are in essential jobs, so they are working out of their homes and have the need to spend (for example, picking up lunch during work hours).
- **High income earners are saving their money/not spending.** Concerns over employment, health and social unrest lead them to save.
- **E-commerce is bigger than ever.** This allowing people to get essentials from the safety and comfort from home.
- **Consumers want positive associations when eating out.** Look for ways to extend those experiences through your services today.



What Trends are Here to Stay?

- **E-commerce / Click & Collect.** Consumers are choosing what to buy from safety and comfort of home, while also providing time savings and convenience.
- **Grab & Go / Meal Kits.** These options allow consumers to safely bring meals home or recreate restaurant favorites at home. More people are comfortable preparing dishes at home, even in senior living facilities, where many previously relied on dining rooms to supply their meals.
- **Plant-Based Options.** No longer just a “trend,” plant-based is now its own category. Consumers are looking for healthier selections - especially now that they are working at home or spending more time at home, we are more sedentary than ever.
- **Sustainability.** Consumers want to see sustainable practices carried out on site (think: recycling), and in the take-away packaging used

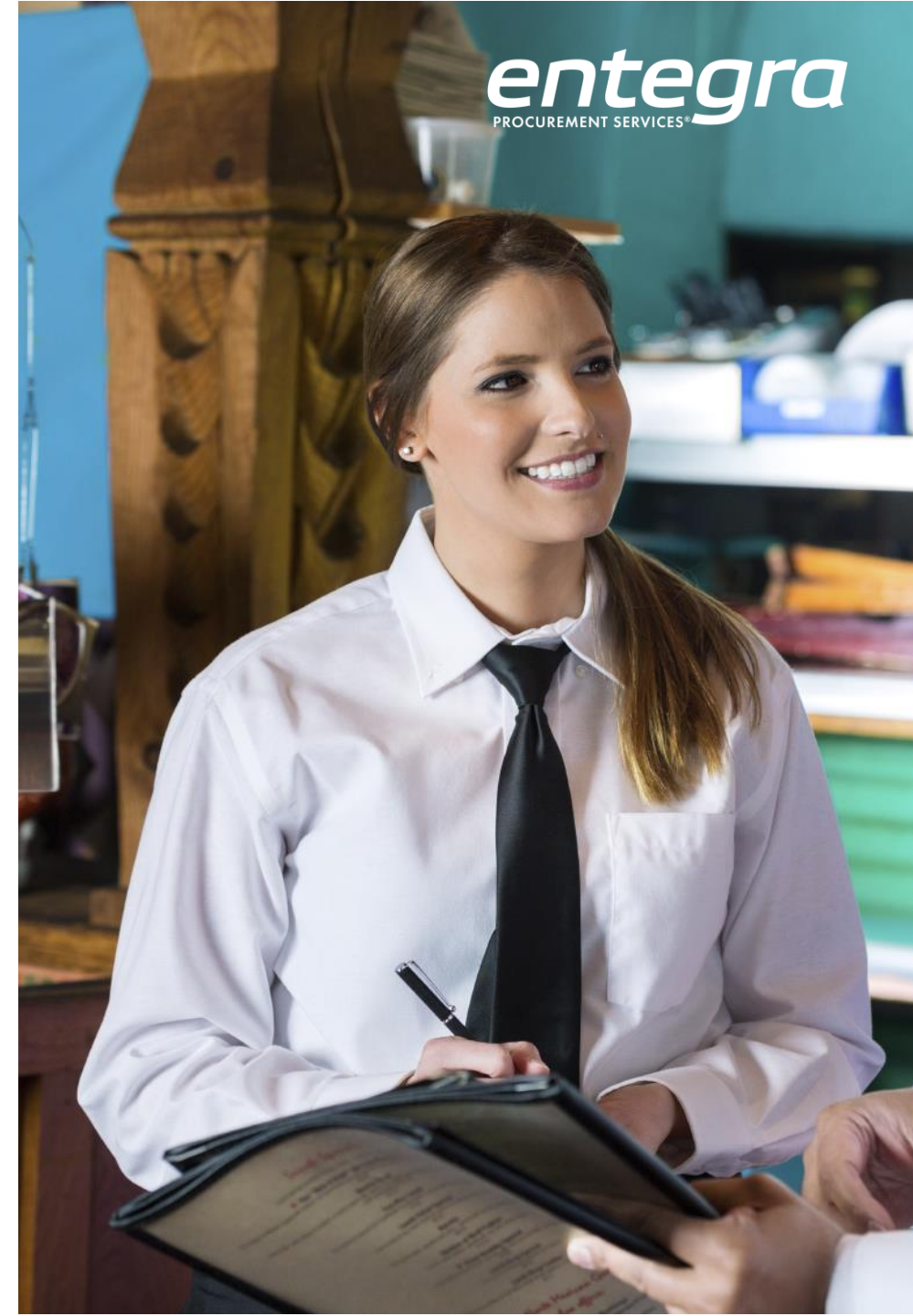
Operator Considerations: Keeping Yourself Relevant

- **Embrace ghost kitchens.** This concept allows you to continue to serve your customers with take-out and delivery options.
 - This can also be an opportunity to change your meal concepts if they aren't as easily adaptable to COVID behaviors (think: fine dining might not translate well to take-out, so create a more casual menu as an off-shoot of your brand).
- **Invest in staff training.** Keeping staff trained is critical to your success. Enrollment in culinary programs is down, so investing in the talent you already have in your kitchen keeps them feeling appreciated and essential to your business.
- **Increase healthy, plant-based menu options.** Offer your customers dishes crafted without meat. And while desserts will always have their place, make things like side salads an easy up-sell.
- **Maintain relationships across your supply chain.** Don't forget the relationships through your touchpoint with the consumer! Communication is key – keep the lines open. Partner together to learn what the consumer demands are and how to deliver those safely to the consumers.



An Optimistic Outlook

- **People have a pent-up demand for sharing:**
 - They want to share a meal around the table.
 - Dining outside of the home will resume.
 - People will gather to share food that they do not have to prepare themselves or clean up after; rather, they want to focus on the company and the time spent together.
- **Channels are blurring.** This is opportunity to reinvent how operators serve customers and it builds resiliency across your operations.
- **Disposable income levels are increasing.** With that, consumers will be more and more comfortable spending again – and we will see that reflected in the food service industry throughout 2021.



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