

Top 10 Imperatives for Winning the Moment in Foodservice

NPD Group 2019 Food Summit

1

Grow with Gen Z

It's a generation of 67M individuals with \$143B in buying power; representing a quarter of foodservice visits. Know and stay true to the personal value your brand represents, and integrate functional benefits if it makes sense. Be accessible where and when Gen Z needs you.

2

Tap into Tribalism

Tribes come in all types. For example, Paleo vs. Whole30 vs. Keto – Chipotle connects with these tribes with salads named by each. It's not a passing fad – embrace this move. Help consumers understand how you can help them personally. Decide if mass or individual appeal is right for you.

3

Excel through Unique Experiences

Small things can make a differentiated experience. For example, Texas Roadhouse customers share pictures of throwing peanuts on the floor. Explore the types of experiences that appeal to your customers and connect your customers with your brand.

4

Drive Digital Innovation

Digital orders have grown 23% since 2014. Unlock convenience for demo targets, creating a path to growth. Opportunities exist in all modes and segments. Leaders leverage brand strength and value-oriented tactics to elevate the overall customer experience.

5

Leverage Life Moments

Moments like *What's for Dinner?*, *Living Healthy*, give way to innovative ways to meet customer needs. Create partnerships to make it easier for consumers to enact change. Listen for consumers saying “I wish... I hate... I love...” moments. Leverage technology innovations.

6

Master the Last Mile

Amazon can reach only 12% of the population in the U.S. in 2 hours with grocery delivery. The Foodservice Industry can do vastly more. The Food and Beverage Industry can be the leaders in last mile delivery.

7

Reimagine Value & Loyalty

You will lose buyers...at a rate predictable by your market share. Uncover growth opportunities with your light buyers and non-buyers. QSR average annual purchase frequency is 5.0. Retain physical and mental availability. Track if you are moving the needle on intended targets.

8

Capitalize on Cannabis

Beyond the puff of smoke – by 2030 the U.S. Cannabis industry is expected to grow to \$80B. It's the largest growth innovation opportunity to impact Food and Beverage. Recognize the moments driven by wellness, food experiences, and plant-based proteins.

9

The Future of Dinner

Dinner need states are being redefined and changing. Identify the problems to solve for your customers that relate directly to dinnertime challenges.

10

The Future of Snacking

The snacking segment will continue to grow towards 1) Portable 2) Permissible and 3) Beneficial. Identify the snacking need states you can solve of the 10 need states under the categories of health, functional, and emotional.