

Dine-In, Dine-Out, Take-Out

Trend Report for Little Diversified Architectural Consulting



Dining Protection



Automated Kitchen



Fast-Food Reusables



Restaurant-Branded



QSR Solution



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Delivered on: 2/23/21

Briefing: Diving into emerging trends, innovations and themes from the food industry, primarily with fast food, QSR and restaurants. This report attempts to shed light on the trends and themes that will continue or evolve post-pandemic, guest engagement, and restaurant alternatives.

Takeaway: As consumers remain productive and partake in recreational activities at home under shelter-in-place orders, they're still longing for their pre-COVID lives. Everything from socializing with friends to dining out are aspects of consumers' routines that they never thought they'd have to give up for long periods of time. Thus, finding safe alternatives to such activities is of utmost importance to people searching for a sense of normalcy.

While these safe alternatives provide a sense of comfort, existing consumer desires (like sustainability and convenience) still continue to play a role in the way in driving behavior.

Top Insights



Restaurant Truck *The food truck model is helping restaurants and communities survive COVID-19*

Trend - Thanks to their flexibility, food trucks are alleviating the economic stress for consumers and businesses during the pandemic. While designers are envisioning how mobile concepts can help restaurants struggling during COVID-19, charitable food trucks are supporting local communities. **Insight** - Business owners are struggling financially to keep their business afloat, while others are looking for ways to support neighborhoods in need. As a result, many are looking for new ways to reach customers or pay it forward during the COVID-19 pandemic. In this space, individuals are prioritizing flexible and safety-focused solutions because they are aware that full compliance with the government-imposed restrictions will enable consumers and employees to feel more comfortable and secure.



Automated Kitchen *Automated restaurant kitchens help limit the spread of COVID-19*

Trend - Automated restaurant kitchens and bars are increasingly common as brands look for ways around excessive contact between people in restaurants. These automated systems allow for limited contact and therefore limited spread of COVID-19 amidst the ongoing pandemic. **Insight** - As concern for their personal health has risen, consumers want to know that businesses are doing their part to keep them safe and lessen their anxiety over getting sick when they go about their days. Though consumers want to resume aspects of their lives that help them feel a sense of normalcy, they want to do so safely.



QSR Solution *Quick service restaurants use tech-integrated solutions for post-COVID reopenings*

Trend - As QSR brands begin reopening around the world, tech-integrated solutions are giving them the opportunity to ensure consumer and employee safety as COVID-19 remains a threat. These innovations include everything from lid-dispensing units to contact-free drink dispensers. **Insight** - Now that physical distancing measures have shown themselves to be effective in limiting the spread of COVID-19 in many parts of the world, consumers are looking forward to the reopenings that are coming with this downturn. However, there is still an underlying understanding and fear among individuals that a complete return to normal will result in a resurgence of cases. Thus, consumers expect that brands enact in-store solutions that limit their contact with high-touch surfaces, and other people, in order to ease some of their [continued online]



Fast-Food Reusables *QSR establishments are increasingly offering their food in reusable containers*

Trend - Looking for ways to be more environmentally responsible, fast-food restaurants are launching or taking part in sustainable initiatives that enable them to deliver menu items in reusable containers to consumers. **Insight** - Conscious consumers are increasingly wary of the existing and looming consequences of climate change. As a result, many are striving to make bigger efforts in reducing their carbon footprint and being less wasteful in their day-to-day. As part of this, individuals are motivated to demand better from the companies whose business they support, and when they advocate for more sustainable choices in marketing, packaging, and production, they feel better and with purpose.

Getting the Most out of Your Custom Report

Purpose: Trend Hunter's Custom Reports are designed to inspire innovation by exposing you to hand-selected content related to your brand, specific projects, future-scoping, adjacent categories and more.

As you go through the report, remember to ask yourself:

- 1 What could this insight or innovation mean for my brand specifically?
- 2 How might these insights make you think about the consumer differently?
- 3 How do these trends ladder up to Trend Hunter's Megatrends, or any other Megatrends I'm familiar with?



For more info on Trend Hunter's methodology, check out the Appendix section.

Consumer Insights

Overlooked Opportunities & Examples

Trend Hunter's Insights highlight the what and why of major industry shifts. They are split into two sections: the trend section, which identifies a new opportunity in a given industry, and the insight section, which explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity. They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.

Restaurant Truck

The food truck model is helping restaurants and communities survive COVID-19

Trend - Thanks to their flexibility, food trucks are alleviating the economic stress for consumers and businesses during the pandemic. While designers are envisioning how mobile concepts can help restaurants struggling during COVID-19, charitable food trucks are supporting local communities.

Insight - Business owners are struggling financially to keep their business afloat, while others are looking for ways to support neighborhoods in need. As a result, many are looking for new ways to reach customers or pay it forward during the COVID-19 pandemic. In this space, individuals are prioritizing flexible and safety-focused solutions because they are aware that full compliance with the government-imposed restrictions will enable consumers and employees to feel more comfortable and secure.



Modular Food Trucks

Jungsoo Lee's Design is Envisioned to Help Restaurants During COVID-19



Fast Food Ghost Kitchens

Reef Kitchens Helps Wendy's Expand Its Business During COVID-19



Touring Breakfast Food Trucks

The Hormel Black Label Breakfast Food Truck Shares New Products



Charitable Food Truck Initiatives

Indianapolis Trucks are Offering Food to the Homeless Community

7.4
Score

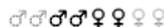
Popularity



Activity



Freshness



Hybridization

Experience

Catalyzation

4 Featured, 32 Examples

25,404 Total Clicks

URL: Hunt.to/443248

★ Advisor Pick

Automated Kitchen

Automated restaurant kitchens help limit the spread of COVID-19

Trend - Automated restaurant kitchens and bars are increasingly common as brands look for ways around excessive contact between people in restaurants. These automated systems allow for limited contact and therefore limited spread of COVID-19 amidst the ongoing pandemic.

Insight - As concern for their personal health has risen, consumers want to know that businesses are doing their part to keep them safe and lessen their anxiety over getting sick when they go about their days. Though consumers want to resume aspects of their lives that help them feel a sense of normalcy, they want to do so safely.



AI Blended Beverage Kiosks

Blendid is a Contactless, Autonomous In-Store System



No-Contact Robotic Restaurants

KFC Opened a No-Contact "Restaurant of the Future" in Russia



Automated Kitchen Robots

Miso Robotics' ROAR is a Cost-Effective Assistant in the Kitchen



Automated Bubble Tea Bars

Bobacino Uses AI, Automation and Robotics to Craft Customized Drinks

8.8
Score



 Hybridization
 Artificial Intelligence

4 Featured, 36 Examples
59,335 Total Clicks
URL: Hunt.to/441005

 Advisor Pick

Fast-Food Reusables

QSR establishments are increasingly offering their food in reusable containers

Trend - Looking for ways to be more environmentally responsible, fast-food restaurants are launching or taking part in sustainable initiatives that enable them to deliver menu items in reusable containers to consumers.

Insight - Conscious consumers are increasingly wary of the existing and looming consequences of climate change. As a result, many are striving to make bigger efforts in reducing their carbon footprint and being less wasteful in their day-to-day. As part of this, individuals are motivated to demand better from the companies whose business they support, and when they advocate for more sustainable choices in marketing, packaging, and production, they feel better and with purpose.



Reusable Fast Food Packaging

PriestmanGoode Utilizes Cocoa Bean Shells in New Innovative Project



Returnable Fast Food Cups

McDonald's is Testing Fast Food Coffee Cups That Can Be Dropped Off



Returnable Restaurant Packaging

Tim Hortons and Loop are Introducing Reusable Cups & Containers



Unlimited Refill Cups

7-Eleven's Limited-Edition Tumblers Share Access to a Year of Free Drinks



Reusable QSR Packaging

Burger King's Reusable Packaging is Being Tested at Select Locations

8.1
Score



- Experience
- Naturality
- Catalyzation

5 Featured, 54 Examples
64,582 Total Clicks
URL: [Hunt.to/439351](https://hunt.to/439351)

Restaurant-Branded

Restaurants are increasingly releasing private-label products

Trend - Private label products from restaurants are on the rise as popular establishments look for ways to maintain revenue in light of in-person dining restrictions. These businesses are releasing a range of items--everything from branded seasonings to assorted grocery pick-ups.

Insight - Consumers around the world are limited in their dining options--with many places still restricting the number of people allowed in establishments, as well as having physical distancing rules in-effect. For those who are still taking the ongoing pandemic seriously, in-person dining is simply not an option even with safety precautions in place. These consumers expect that brands find creative ways to come to them in their own homes, in order to keep their business.



Restaurant-Inspired Seasonings

The Momofuku Seasoned Salts Come in Three Flavor Options



Restaurant-Branded Spirits Collections

The Hooters Spirits Line is Launching in the United States



Restaurant-Branded Grocery Pick-Ups

Local Public Eatery is Now Offering to Sell Grocery Staples



Restaurant-Branded Home Goods

The #ChilisMyHouse Starter Pack is Filled with Some Great Swag

5.5
Score

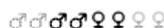
Popularity



Activity



Freshness



Target Curation

4 Featured, 36 Examples

51,804 Total Clicks

URL: Hunt.to/437999

Quick service restaurants use tech-integrated solutions for post-COVID reopenings

Trend - As QSR brands begin reopening around the world, tech-integrated solutions are giving them the opportunity to ensure consumer and employee safety as COVID-19 remains a threat. These innovations include everything from lid-dispensing units to contact-free drink dispensers.

Insight - Now that physical distancing measures have shown themselves to be effective in limiting the spread of COVID-19 in many parts of the world, consumers are looking forward to the reopenings that are coming with this downturn. However, there is still an underlying understanding and fear among individuals that a complete return to normal will result in a resurgence of cases. Thus, consumers expect that brands enact in-store solutions that limit their contact with high-touch surfaces, and other people, in order to ease some of their fears.



Contact-Free Retail Touchscreens

The 'Air Touch' Technology from the Azkoyen Group is Hygienic



Contact-Free Drink Dispenser Devices

The L-Guard System from Lancer Worldwide Enhances Cleanliness



Contact-Free Cup Lid Dispensers

The 'Lid Boss' Touchless Lid Dispenser Prevents Pathogen Spread



QSR AI Analytic Tools

KFC Canada is Using AI Analytic Tools to Track Data Across Locations

7.5
Score



Hybridization
 Catalyzation

4 Featured, 36 Examples

54,024 Total Clicks

URL: [Hunt.to/430442](https://hunt.to/430442)

Advisor Pick

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Dining Protection

Restaurants are adopting design solutions for dine-in experiences post-COVID-19

Trend - As government-imposed COVID-19 restrictions on non-essential businesses are eased, restaurants begin to reopen for dine-in experiences. Prioritizing safety concerns of both guests and staff, these establishments look for design solutions that can be applied in an efficient and cost-effective manner.

Insight - Many have grown nostalgic about experiences that were made unavailable due to government-imposed COVID-19 measures. As these restrictions are gradually lifted, consumers become increasingly excited about the prospect of returning to pre-pandemic lifestyles. Many, however, are mindful of the health risk that exists outside of the home and as a result, are looking to engage in activities while respecting the guidelines for physical distancing and safety.



Isolated Dining Booths

Mediamatic ETEN is Exploring the New Normal for Restaurants



Transparent Dining Barriers

Penguin Eat Shabu Boasts Safety Measures During Restaurant Reopening



Social Distancing Dining Shields

The Conceptual 'Plex' Eat' Visor Lamp Enables Dining with Friends



Outdoor Restaurant Design Kits

David Rockwell Helps NYC Restaurants Adapt to Outdoor Dining



Portable Pop-Up Privacy Screens

The 'Ventaglio' Privacy Screen Divides Desks and Dining Areas

8.2
Score

Popularity



Activity



Freshness



Experience

Catalyzation

5 Featured, 43 Examples

194,883 Total Clicks

URL: [Hunt.to/429971](https://hunt.to/429971)

Appendix

Get More From Your Experience

Your Trend Hunter custom reports are tailored to you using the world's most advanced, most powerful trend platform. Your dedicated advisor can help you get the most of it. This appendix shows you a few of the options that you have at your disposal and how other top-tier innovators rely on our service in different ways that could help you be more successful with less effort.

Your Contacts & Additional Services



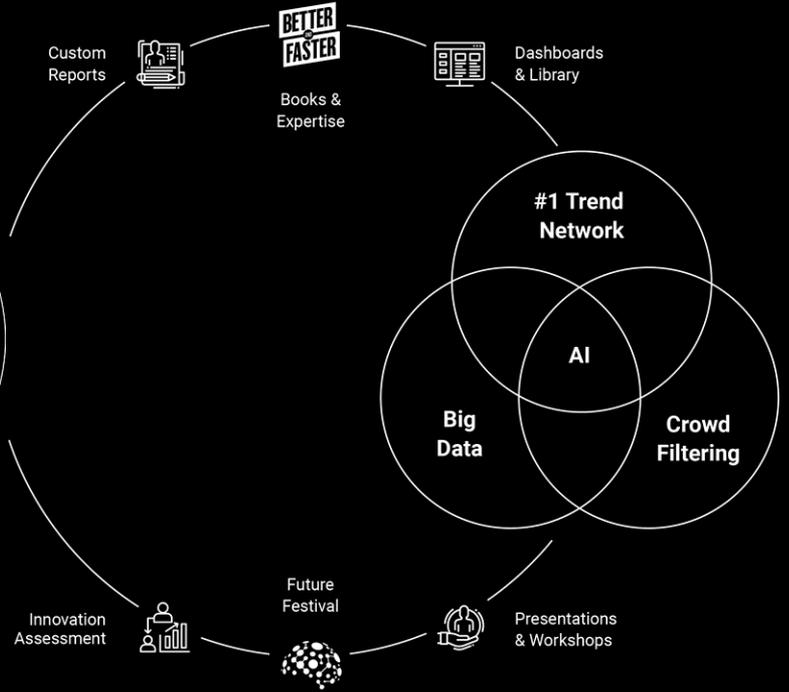
**YOUR SUCCESS
STRATEGIST**

Alisha Ellis
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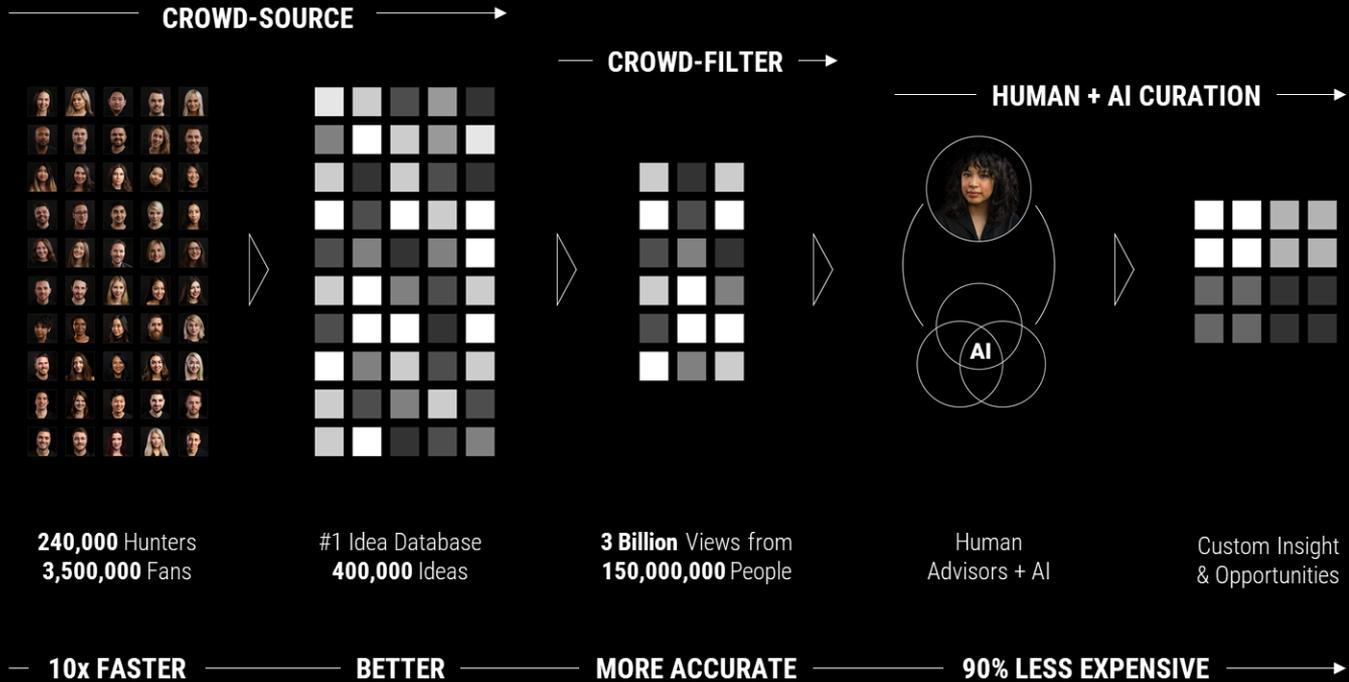
**YOUR DEDICATED
ADVISOR**

Mary Van Puymbroeck
mary@trendhunter.com



Over the last 15 years, we built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity **faster!**

Our Process



Megatrend Matrix

 <p>Acceleration</p> <ol style="list-style-type: none"> 1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution 	 <p>Prosumerism</p> <p>From user-generated content to maker culture, today's consumers are content creators and experts.</p>	 <p>Cyclicity</p> <ol style="list-style-type: none"> 1. Retro+ Nostalgia 2. Generational 3. Economic + Seasonal 4. Repetitive Cycles 	 <p>Nostalgia</p> <p>Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.</p>
 <p>Catalyzation</p> <p>Brands have taken a role of accelerating the personal development of consumers.</p>	 <p>AI</p> <p>We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.</p>	 <p>Naturalty</p> <p>The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.</p>	 <p>Youthfulness</p> <p>The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.</p>
 <p>Reduction</p> <ol style="list-style-type: none"> 1. Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription 	 <p>Instant Entrepreneurship</p> <p>New services make it easier than ever to conceptualize, fund, launch and companies.</p>	 <p>Redirection</p> <ol style="list-style-type: none"> 1. Refocusing 2. Reversing 3. Surprising 4. Gamifying 	 <p>Tribalism</p> <p>Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <p>Curation</p> <p>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <p>Simplicity</p> <p>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.</p>	 <p>Gamification</p> <p>The application of game dynamics to real-world problems results in a world that's more competitive and engaging.</p>	 <p>Experience</p> <p>In a world abundant with 'stuff', experience becomes a more important currency and life priority.</p>
 <p>Convergence</p> <ol style="list-style-type: none"> 1. Combining + Layering 2. Adding Value 3. Co-Branding + Aligning 4. Physical + Digital 	 <p>Multisensation</p> <p>Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.</p>	 <p>Divergence</p> <ol style="list-style-type: none"> 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashionizing 4. Generational Rebellion 	 <p>Authenticity</p> <p>Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <p>Co-Creation</p> <p>Brands, products, services and consumers are increasingly co-creating an interdependent world.</p>	 <p>Hybridization</p> <p>Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <p>Personalization</p> <p>Small batch production technologies and more personalized media are creating an expectation for personalization.</p>	 <p>Many-to-Many</p> <p>A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.</p>

Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in our trend reports, as well as a breakdown of our scoring system that's used to evaluate the performance of the content in your report.

Retro Electric

Manufacturers are updating vintage vehicles to have electric capabilities.

Score: 8.8

Activity: ██████████

Freshness: ██████████

Popularity: ██████████

Consumer Insights:

The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.

Expedition Camper Vehicles

The Expedition Camper (EC) has a dual-level, carbon-fiber body.

Score: 9.2

Activity: ██████████

Freshness: ██████████

Popularity: ██████████

Specific Examples:

Carefully selected individual innovations to provide more in-depth analysis.

Top Lists

Top Lists are collections of products, services or concepts curated according to a common theme. They provide additional content and potential new perspectives on the topic we've explored in your report. Our team and software have created tens of thousands of Top Lists, which you can track and filter at the bottom of each (keyword) list.

Top 100 Travel Trends in 2019

Top 100 Food Trends in December

Top 30 Pet Innovations

Clustered Lists:

Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

8.8 Score

Popularity: ██████████

Activity: ██████████

Freshness: ██████████

Demographics:
The target audience. This value is determined by the researcher, not by site statistics.

Freshness:
The relative newness of an article.

Activity:
The amount of people interacting with an article, including scrolling through images and sharing on social media. Something, like a bacon cupcake, might not be Popular, but could score high on Activity if people share it a lot.

Popularity:
Scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

Overall Score:
All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

Want More?

Gain access to additional Consumer Insights
and Custom Research by contacting your
advisor or **TrendReports@TrendHunter.com**

