

CONSUMER ON-PREMISE AND OFF-PREMISE DINING PREFERENCES HEADING INTO THE FALL



These insights helped power this quarter's Seasonal Selections Operator Tools.

We help operators grow their business through fresh menu ideas and tools that create fun and festive events for their patrons. Visit asmwaypoint.com.

SEASONAL SELECTIONS

Innovate, Invigorate, Inspire



ON-PREMISE DINING

- **65%** of Americans feel comfortable dining out at restaurants¹
- **71%** of U.S. adults feel safe sitting down for a meal outside; **61%** feel comfortable inside¹
- **47%** of consumers say food tasting authentic is the most important factor when deciding which restaurant to visit for global cuisines²
- **87%** of consumers display interest in regional BBQ flavors³



OFF-PREMISE DINING

- **40%** of restaurant customers would like the option to view menus and place orders from a personal device¹
- **68%** of consumers say takeout and delivery are part of their routines²
- **53%** of consumers say takeout and delivery are essential to the way they live²
- **71%** of millennials are more likely to get their food delivered than they were before the pandemic³



TRANSITION TO FALL DINING

- **37%** of consumers would like to see more ethnic and international food options on restaurant menus¹
- **49%** of consumers would like to see more comfort food classics on restaurant menus¹
- **68%** of households celebrate Halloween in a normal year. Of these households, **86%** of adults and **85%** of children participate in the festivities²
- **61%** of consumers like to order restaurant food as a special treat at home while watching sports³

Sources: ¹Morning Consult, Tracking the Return to Normal: Dining, 8-5-21 | ²Technomic 2020 Global Food and Beverage Consumer Trend Report | ³Mintel's Global New Products Database (GNPD)

Sources: ¹Oracle, Dining In and Out 2021 | ²The Morning Call, What are the top food trends for 2021? More takeout, alcohol-to-go and streamlined menus, 1-26-21 | ³QSR Magazine, Restaurants in 2021: Takeout and Delivery is Now Essential to Customers, 2-1-21

Sources: ¹Datassential, Covid-19 Report 31: Staying Power, 8-21-20 | ²SMART Halloween Study, August 2020; Base: 927 | ³Datassential, Covid-19 Report 34: Back in the Game, 9-18-20