



UIC

Alumni Exchange

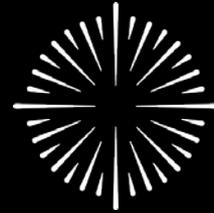
COLLEGE OF
BUSINESS
ADMINISTRATION

**Let's Talk About Food
and Drinks**

*Trends and Outlook in the Era of
COVID*



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Technomic®

Since 1966, Technomic has produced in-depth research focused on the food and beverage industries.

We provide insights into consumer, industry and menu trends in the U.S. and 25 countries around the world.

Our Goals Today



- Discussion of big trends impacting the food and beverage industry
 - Changes during COVID
 - Sustainability
 - Health & wellness
 - Convenience vs. experiential
 - Changing eating patterns and growth of new cuisine types
 - Channel blurring
- Industry expert panel discussion

Three Pillars of Sustainability

Planet



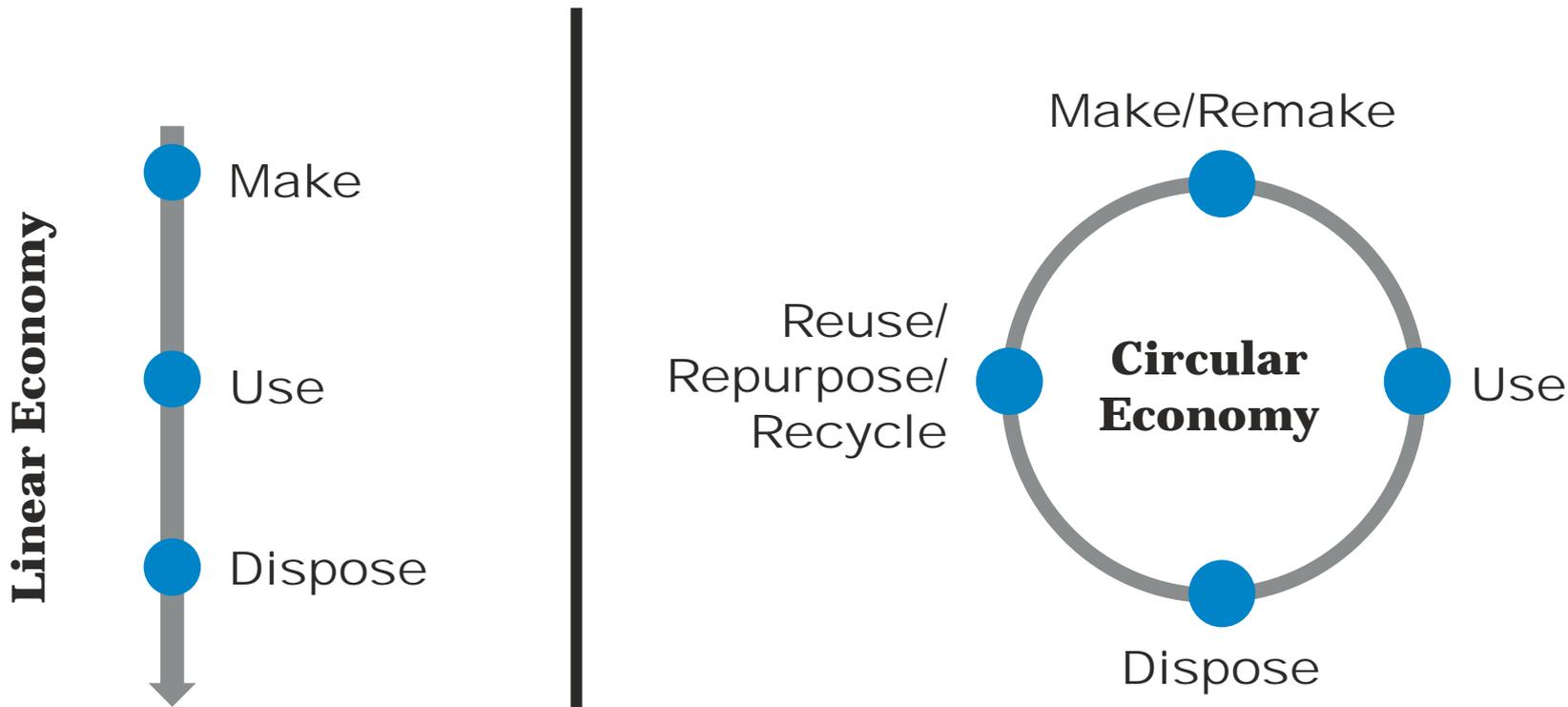
People



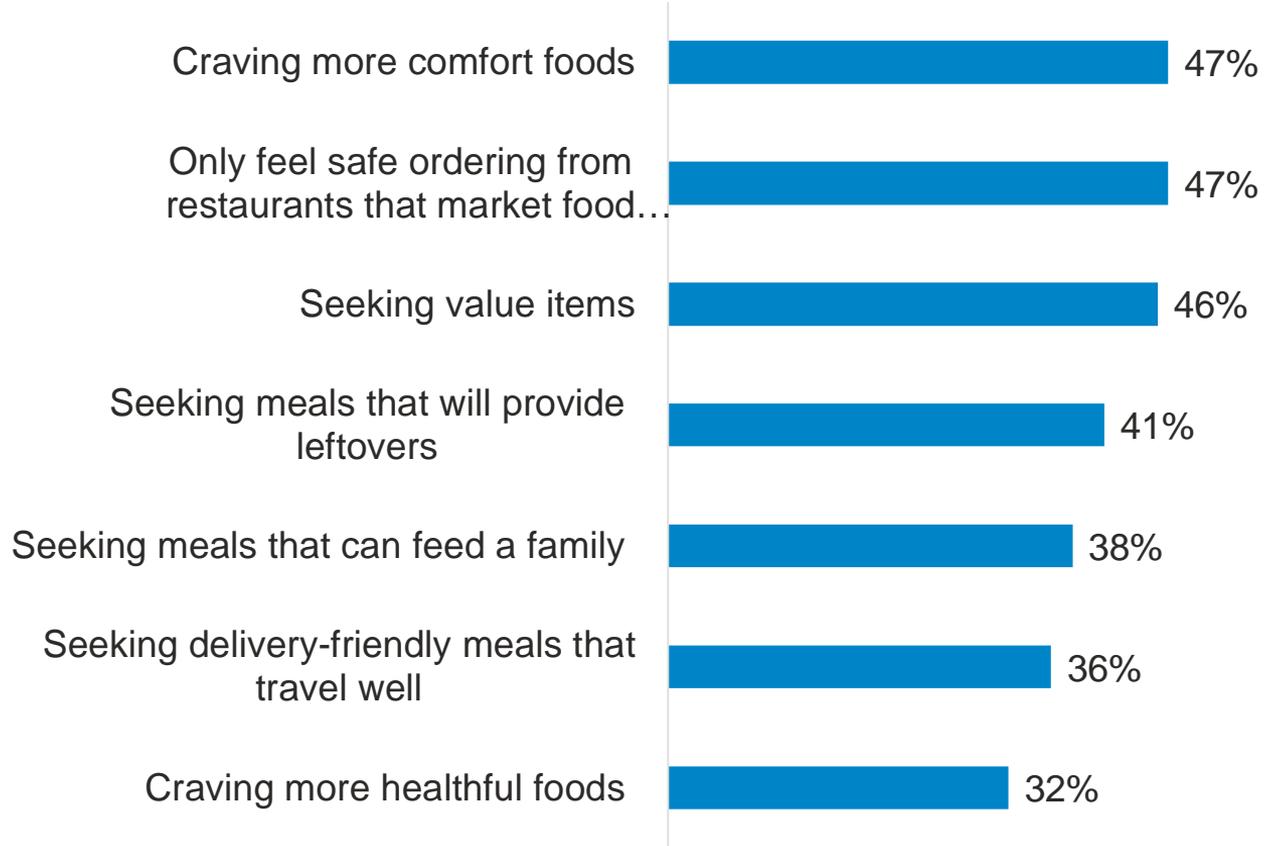
Products



As a Society, We're Moving from a Linear Economy to a Circular Economy



Consumers Seek Comfort, Cleanliness and Value



Source: Technomic Foodservice Impact Monitor 12th Edition—Week Ending June 5, 2020

Plant-Based Innovation on the Horizon

264%

Increase of plant-based meat grocery sales in the U.S. from March to May



Food

MAINSTREAMING

Plant-based beef, chicken and pork

Plant-based carbs

EMERGING

Fish and seafood

Eggs, cheese and condiments

Beverage

MAINSTREAMING

Oat milk

Almond milk

EMERGING

New nut- and seed-based milks

Fruit- and vegetable-based milks



Experience

Convenience

67%

of consumers
say that visiting
restaurants is a form
of entertainment



Experience

Convenience



61%

of consumers agree
that they'd be
interested in a
grab-and-go, tech-
driven system

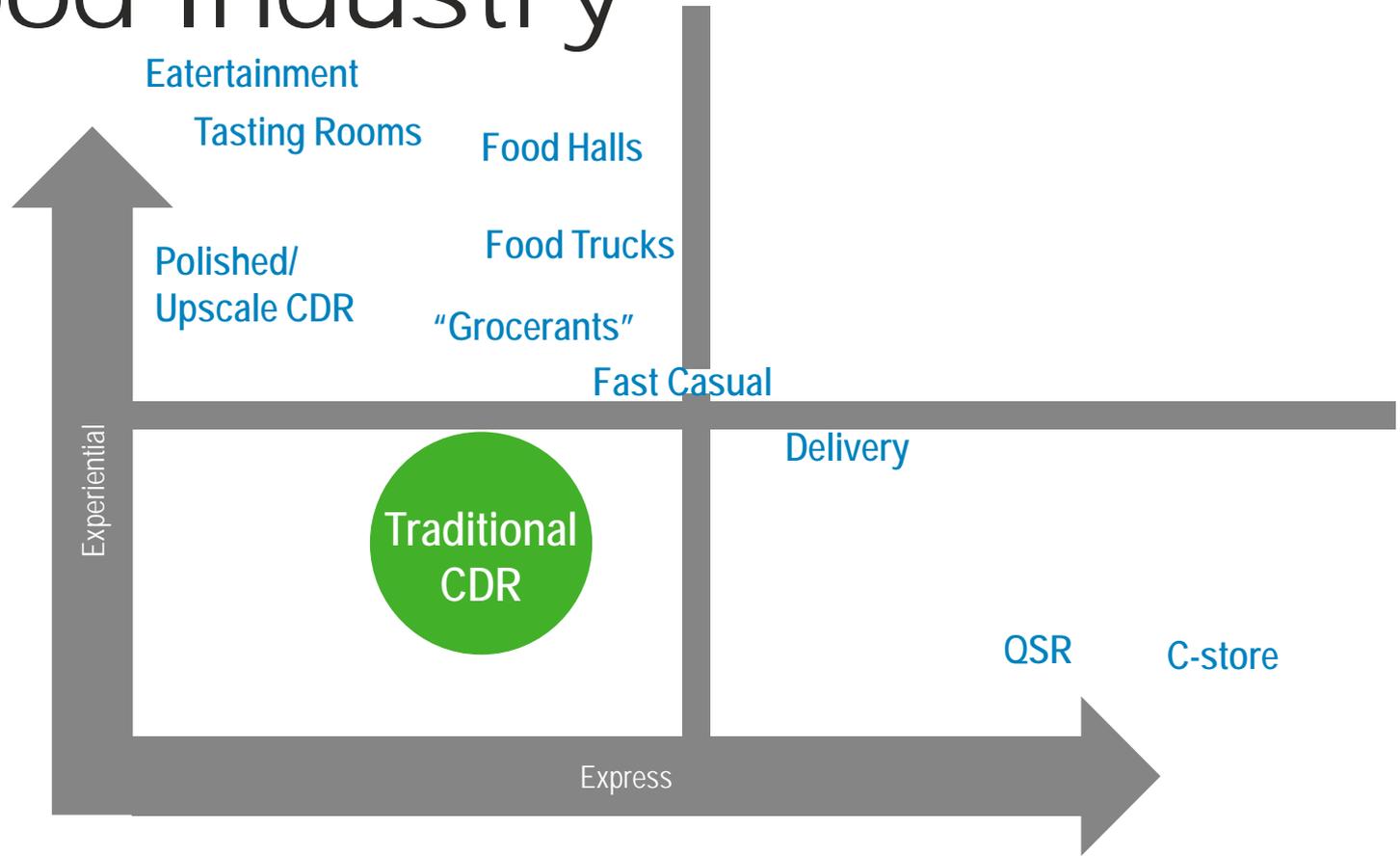


43,000-square-foot Starbucks Reserve location in Chicago's Magnificent Mile shopping district



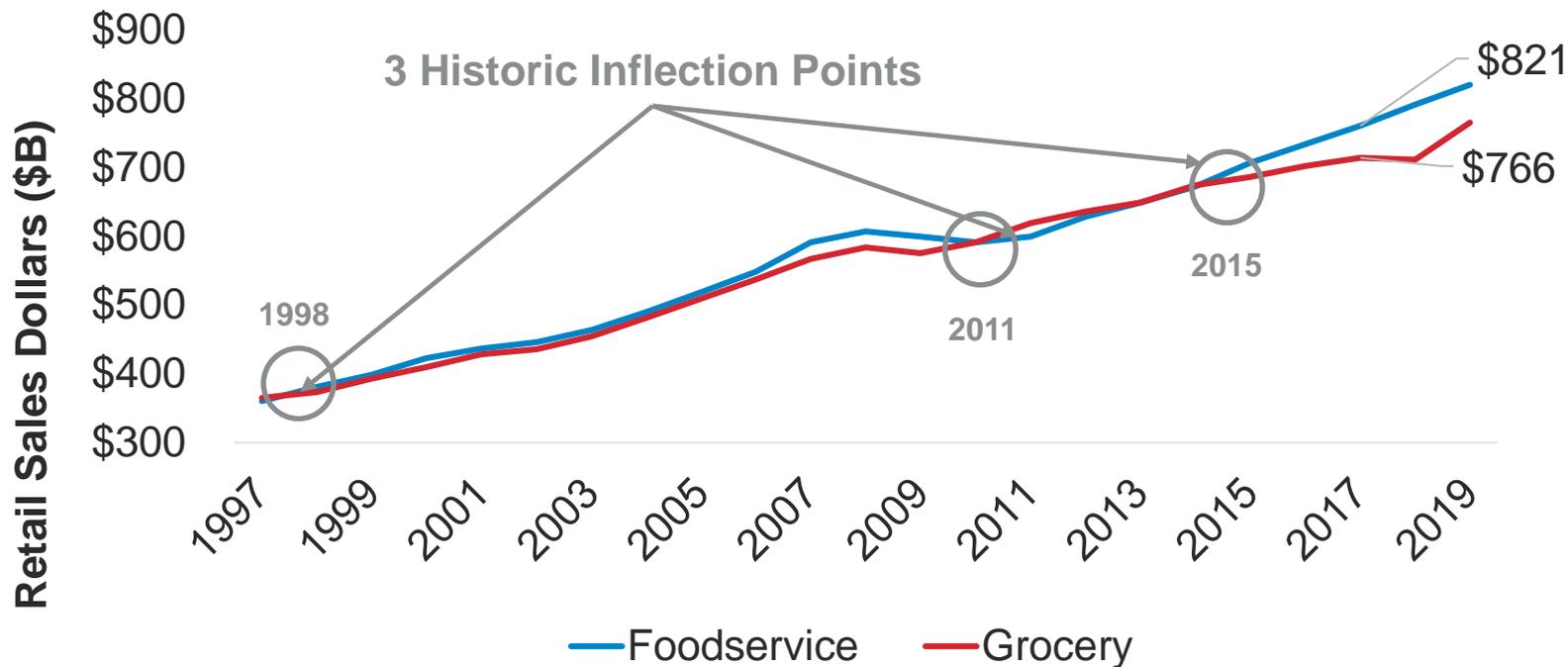
Takeout- and delivery-focused Starbucks Now location in New York
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Two Axes of Competition In the Food Industry



Consumers Were Spending More on Away From Home Through 2019

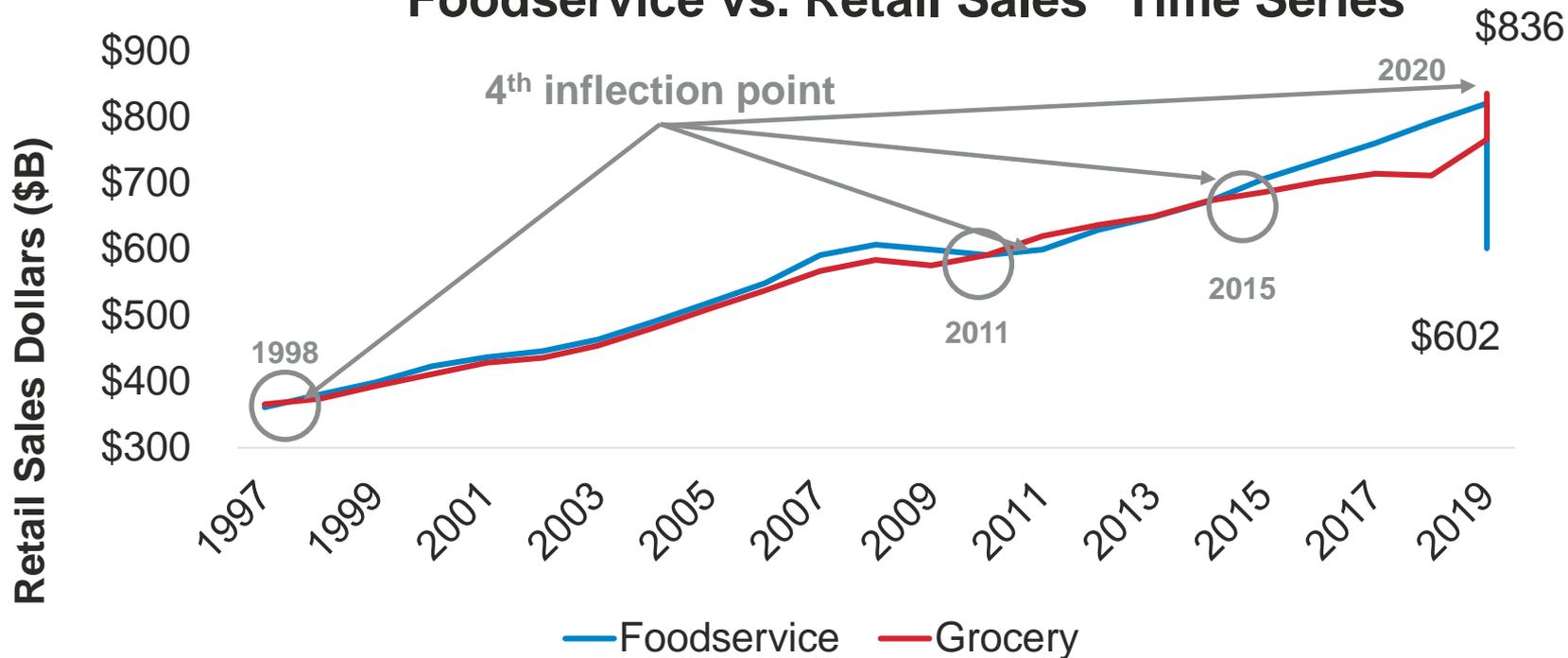
Foodservice vs. Retail Sales* Time Series



*Food & nonalcohol beverages only

2020 Has Caused A Seismic Realignment of Consumer Spend

Foodservice vs. Retail Sales* Time Series



*Food & nonalcohol beverages only

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COVID and consumers' eating habits

Half of consumers are still using foodservice, and they're looking for comfort foods, value and an emphasis on clean and hygienic practices.

Consumers are getting bored of eating at home. They're willing to increase visits to restaurants offering foods that they normally don't prepare themselves, such as innovative mashups and premium items.

Consumers are primarily going to be eating off-premise via drive-thru, takeout and delivery orders even once lockdowns are lifted. Consumers want to recreate the restaurant experience at home, such as special occasion-themed meals, and improving carryout-friendly fare.



Our Panel Will Discuss Trends and Outlook in Key Areas...

- Changes during COVID
- Sustainability
- Healthy vs. indulgence
- Convenience vs. experiential
- Channel blurring
- Changing eating patterns and growth of new cuisine types





OUR WHY: We believe there is a better way to feed our future.

Present: Senior Vice President - Strategy and Planning, Global Partnership



**global brand promise:
making delicious feel-good moments easy for everyone.**

Past: Corporate Vice President – Global Menu Strategy and Innovation

SŌMRUS
TASTE MORE OUT OF LIFE™



David Gluckman, Inventor
of Baileys Irish Cream in
1974



“Thank you so much for your wonderful bottle of SOMRUS COFFEE. We loved it. Velvety smooth, caressing the tongue, with delicious notes of coffee and chicory. It's one of the best cream liqueurs I have ever tasted. And it's great to see someone treating cream liqueurs as serious drinks. There's a danger that the category is lapsing into silliness and triviality. SOMRUS continues to fly the flag for quality. Thanks again. David”

October 2020





Sober Curious Movement – No
to Low Alcohol
Health & Wellness



Biodegradable Bottles

Sustainability



RESERVEBAR.COM
GOOD SPIRITS. DELIVERED.

At-home Delivery

Convenience &
Omni-channel



Born of India, Made for the World™
Ethnic Trends



At-home Bartending & Mixology
COVID-19 Implications

Manny Favela

Entrepreneur, Board Member & Retired CFO – McDonald's Latin America



burrito
PARRILLA MEXICANA®

authentic & fresh mexican food





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Thank you!

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