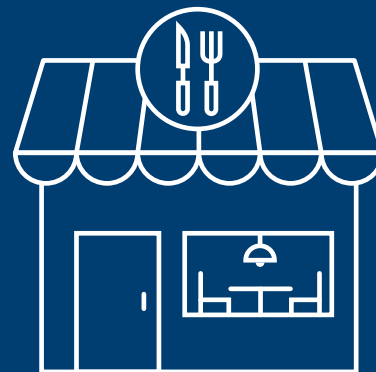
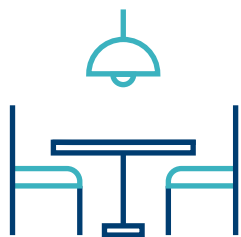


# MEASURING ..... THE IMPACT OF ..... COVID-19 ON FOODSERVICE



In August, Midan surveyed 1,011 meat and chicken eaters about their foodservice experience during the pandemic.<sup>1</sup> Consumers report mixed success with COVID-altered dining interactions, but those who plan to eat out more after the pandemic say they miss the social aspect of dining out, want to enjoy ethnic cuisine, are tired of cooking at home or plan to support local restaurants impacted by the shutdown.

Here are the key learnings:



## A DROP OF 44 POINTS IN INDOOR DINING REFLECTS THE GRIM STATE OF FOODSERVICE.

Putting numbers to the devastating decline in "dining in" underscores why some

restaurants won't recover: In August, 68% of consumers had not eaten inside a restaurant in the previous week, compared to only 24% who would not have eaten in a restaurant in a typical pre-COVID week.

**ACTION STEP:** Restaurants will need to get creative to re-engage consumers beyond maintaining robust takeout/delivery options. Operators could partner with local retailers to help recreate a "restaurant experience" at home or survey customers about menu offerings to ensure favorites remain front and center.



## FOODSERVICE DINING COULD CONTINUE TO DECLINE POST-PANDEMIC.

25% of consumers say they will eat fewer meals at restaurants after the pandemic versus their pre-pandemic levels, citing

financial issues, fears about the virus or greater comfort with cooking at home.

**ACTION STEP:** While the lingering pandemic has cemented the at-home cooking trend, there are opportunities to revitalize foodservice through restaurant/retailer partnerships. Retailers could offer online cooking videos or in-store (safely distanced) demos with local chefs or provide meal kits featuring beloved menu items from local eateries to inspire home cooks and encourage support of community restaurants.



## NOT ALL FOODSERVICE HAS BEEN AFFECTED EQUALLY.

Not surprisingly, Fast Food has fared the best among restaurant types, with 85% of consumers indicating they

had eaten fast food in August. Fast Casual, Casual Sit-Down and Contemporary Casual formats all saw dramatic drops compared to pre-COVID figures.

**ACTION STEP:** Some consumers have been more likely to eat at/order from a variety of restaurant types: Gen Zs, Millennials and households with children. Because these consumers also anticipate spending more post-pandemic, restaurants should cater to them to continue to capture their foodservice dollars.



## MEAT AND CHICKEN ARE AT THE CENTER OF THE RESTAURANT PLATE.

85% of consumers say their restaurant meals almost always or very frequently include meat and/or poultry. If they were to

visit or order from a restaurant that evening, more than half of those surveyed would choose a meal with beef, while one-third would choose chicken.

**ACTION STEP:** Keep meat and poultry on the menu and continue to offer innovative, exciting meal options. 2 in 5 consumers say they have had cravings for meat/poultry dishes that they cannot prepare at home since the beginning of the pandemic.