



CARRY-OUT
ONLY

The Impact of COVID-19 on Foodservice - US - June 2020

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

In a few short weeks, the global pandemic turned the industry on its head, forcing a complete reset.

FSRs are feeling the brunt, fueled by dine-in bans, lack of drive-thrus and less-developed take-out and delivery programs, intensified by higher operating costs. Many FSRs in the family midscale and casual dining sectors were already struggling, and it's likely not all of them will survive in a post-COVID-19 world. In comparison, LSRs, including fast food and fast casuals, were innately better prepared operationally because of established drive-thrus, delivery options and lower price points. Prepandemic investments in off-premise technology, including mobile ordering, set LSR operators up to weather the storm better.

Efficient and nimble operational pivots will determine success now and in the future. While financially the industry is taking a tremendous blow, some positive residual effects are likely coming. A greater focus on employee medical benefits, food safety and sanitation, off-premise dining capabilities and brand philanthropy will bring long-term change to the industry. Consumers are rallying behind hard-hit independent restaurants with food or merchandise orders and supporting employee relief funds. When the dust settles, consumers are going to remember the restaurants that took care of their employees and their communities and those that did not when deciding where to spend their dining dollars.



“Restaurants are in the business of bringing people together, making it even more difficult for operators to weather this storm. Pre-COVID-19, restaurant industry sales were set to outpace at-home food spending, new restaurants were opening at a rapid pace and operators were challenged by a labor shortage to find and retain workers.”

– Amanda Topper, Associate Director

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