

Restaurant Value and Pricing - US - January 2021

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This report looks at the following areas:

- The impact of the COVID-19 crisis on consumer behavior and restaurant value and pricing.
- The recessionary and recovery impact for restaurant value and pricing.
- Balancing value and the bottom line.
- Competing with unique value channels like retail foodservice.



“Value remains top of mind for dining decisions as many Americans cut back on foodservice spending due to the ongoing COVID-19 crisis and economic uncertainties. Restaurants must improve the convenience of their off-premise options via tech solutions for faster and effortless ordering, pickup and delivery to satisfy consumers’ needs and speed up their own sales recoveries.”

- Jill Failla, Senior

Foodservice Analyst
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- Drive demand with LTOs

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