

On-premise Restaurant Technology - US - 2022

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This report looks at the following areas:

- Current trends in back-of-the-house and front-of-the-house restaurant technology
- Consumer comfort levels with using on-premise restaurant technology
- Motivators and deterrents to restaurant technology usage, and interest in innovative tech concepts

The pandemic disrupted routines mean mealtimes and dining out continue to be up for grabs and somewhat fluid, forcing operators to find ways to serve ever diversifying diner needs while also balancing the impact of the labor crisis and inflation. On-premise restaurant technology like tablets, kiosks, digital signage, and payment options have been valuable tools in delivering convenience that has supported the industry in its recovery. Yet, while consumer comfort with current tech is strong, interest in cutting edge, cost-saving technology like robots and AI is somewhat lackluster, suggesting that diners are not quite clear on what personal benefits restaurant tech provides to them just yet.

While personal safety and sanitation may have been an original catalyst for some restaurant technology (think QR codes), on-going investment strategies for diner-facing technology should be focused on delivering benefits that create efficiencies for the diner that continually convey personal value. As diners and operators contend with elevated food costs, ensuring a smooth and enjoyable experience through tech can make discretionary spending on dining out worth the price.

Diner participation is a key piece of the equation for successful tech investment and that has been met with some resistance among a small group with concerns about data privacy and the loss of the traditional dining out experience. In addition to providing multiple paths to ordering and purchase, brands should ease reluctant users into tech acceptance via transparency and rewards for early adopters.



“On-premise technology offers operators and consumers the path to a seamless dining experience featuring high quality food. By implementing the right technologies, restaurants can make operations efficient and deliver on consumers’ expanded needs while also offering highly personalized experiences.”

– Varchasvi, Analyst, US
Foodservice and Mintel Menu Insights

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On-premise technology is not yet a catalyst for actual restaurant visitation, but it may be going forward given Gen Z and Millennial interest. While the benefits of technology can ease the dining experience and even put an operator in the consideration set, it's still good quality food and drink that diners fundamentally seek. Making clear connections between the benefits of on-premise technology and meal satisfaction will facilitate and validate continued adoption of emerging technology.



What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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