

Huhtamaki

2021 Q4 Trends Report



Franchise Growth



Food + Clothes



Foundations + Fundraisers



I. Franchise Growth

Restaurants are optimistic as to what the future holds for their growth possibilities. In spite of the challenges of the pandemic, the Delta variant and industry-wide labor shortages, more restaurants are hoping to expand via franchising. A major benefit of franchising is that company headquarters can share their liabilities with other parties in the form of labor and capital.

Caribou Coffee



Focusing on the needs of the consumers and their behaviors, Caribou Coffee wants to expand beyond their current 20-state footprint. Their franchise program will feature multiple store prototypes, **including drive-thru only** and **those with indoor seating options.**

Shaq's Big Chicken

Shaquille O'Neal's Shaq's Big Chicken restaurant, founded in 2018, is expanding through a franchising program targeting multi-unit operators.



They're offering franchisees the traditional **brick-and-mortar spaces** and a **ghost-kitchen option**, and they're partnering with Walmart for a **store-within-a-store concept**.

Brooklyn Dumpling Shop



This Manhattan-based automat-style dumpling dispensary opened in 2021. Their ambitious goal, to expand to **500 units** in all **50 states** by **2026** through franchising, is well underway.

Their unique dumpling recipes will soon be expanding with multi-unit franchise agreements in major cities like **Austin, TX, New York, New Jersey** and **Florida**.

The Red Chickz

The Red Chickz owner, Shawn Lalehzarian, took notice of the popularity of **Nashville hot chicken** and decided to take this Southern favorite across the country.

After opening up locations on the West Coast, he is now looking to grow into other states like **Arizona**, **Nevada** and **Texas** through a franchise system.



Lalehzarian is hopeful that other hot chicken enthusiasts will become passionate franchisees to make the brand even more successful.



II. Food + Clothes

Many restaurants are amping up customer engagement by releasing branded clothing and accessories for customers to enjoy their experience beyond just food consumption.

Popeyes



Singer and new **Popeyes** franchise owner **Megan Thee Stallion** is partnering with the chain on a new hot sauce flavor and merchandise line offering everything from **bikinis** to **dog toys**.

The Hottie Sauce will be featured with Popeyes' popular chicken sandwich and their newly-added nuggets.

Arby's

In a new, offbeat branding method, **Arby's** is going for the nose.



Their **Smoked Sweats** coincide with the release of their new limited-edition Real Country Style Rib Sandwich. The **hoodie** and **loungewear** combo is hickory-smoked, just like their sandwich.

Designed by apparel company **Stateline**, Smoked Sweats sold out soon after their initial launch, and more have since been released.

A&W



This 102-year-old brand tapped into their “hip nostalgia” spirit when they launched the **Cheddar Weather Collection**.

This high-end clothing line was made to support the new star of their menu this fall, **Cheese Curds**, made from 100% Wisconsin white Cheddar cheese. The line includes cold weather favorites like **hats, boots** and **scarves**.

McDonald's



No stranger to the branding game, **McDonald's** has already launched a clothing line with **Saweetie** the rapper to coincide with the **Saweetie meal**. Now, they're also leaning into nostalgia in partnership with **BoxLunch**. This line includes a **Happy Meal purse, T-shirts, hoodies, and other accessories** featuring Ronald and friends.

The launch of these products is also helping out the needy since BoxLunch is donating a meal to a person in need through Feeding America with every \$10 spent. According to Jennifer DelVecchio, Senior Director, Strategic Alliances, this gives the company an opportunity to *“focus on living our purpose of feeding and fostering the communities we operate in.”*

Panera



Last summer, **Panera** dove into the apparel business with a line of **swimwear** and even a **pool float** to promote their soups — especially their Broccoli and Cheddar Soup.

The swimsuits included illustrations of their ingredients with **SOUP** printed in bold letters and Panera's signature colors. The pool float looks like their soup bread bowls to help keep their soups in the front of customers' minds even during the heat of summer.



III. Foundations + Fundraisers

After many restaurants had to pause, cancel or rethink their annual fundraisers in 2020, many locations are excited to once again open their doors to their community and to facilitate community giving.

Biscuitville



This Virginia and North Carolina-based chain hold their **Breakfast After Dark** fundraiser in October as a way to raise money for **schools** and **community organizations** throughout the area they serve.

Normal business hours are for breakfast and lunch. But for one night only, **Biscuitville's** team members eagerly serve breakfast favorites and give **20%** of their proceeds to **611 schools** and **organizations**.

Cousins Subs

They have a new **Round Up Campaign** to support their charitable organization called the **Make It Better Foundation**.



Customers, in-store, online and through the app, are encouraged to round up their total to contribute to the Make It Better Foundation, which focuses on **health** and **wellness, hunger and youth education** in their community.

Hungry Howie's

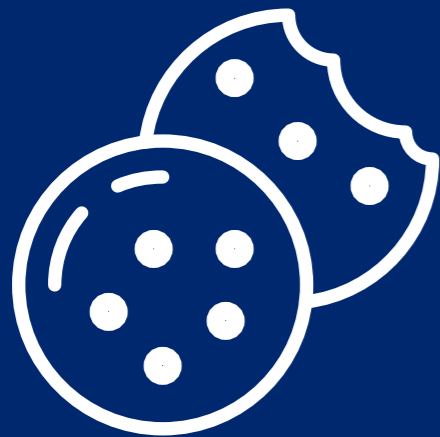
Hungry Howie's hosted its 12th annual "Love, Hope & Pizza" campaign to raise funds for the **National Breast Cancer Foundation**.



The brand offered customers a couple of different ways to give, either by ordering their famous Flavored Crust[®] pizza (and a donation is made from that) or by rounding up their total bill. To date, **\$3.5 million dollars** have been raised.

Crumbl Cookies

Like Hungry Howie's, **Crumbl Cookies** raises money for **breast cancer**.



The company made a **\$25,000 donation** to the **Know Your Lemons Foundation** that focuses on breast cancer awareness and early detection through education.

It also takes **\$1 donations** from cookie customers and sells a set of **all-pink cookies** in October.

Sign-Off

As leaders in the foodservice industry, it's vital to stay on top of the trends your customers care about. Building that connection by expanding into new places through franchising, staying engaged with customers through branding efforts, or supporting the communities you serve through fundraising are so important. Huhtamaki North America stays at the forefront of these trends to help your business navigate the ever-changing foodservice landscape.

Q4 2021 Trends Report Sources by Slide

- Slide 2:** https://www.restaurant-hospitality.com/operations/look-who-s-franchising-now-fall-edition-1?NL=RH009&Issue=RH009_20210927_RH009_105&sfvc4enews=42&cl=article_1_b&utm_rid=CPG06000016957313&utm_campaign=47772&utm_medium=email&elq2=d0663670cacd4f9981bce7976cbf14e6
- Slide 3:** <https://www.nrn.com/fast-casual/caribou-coffee-announces-national-franchising-under-newly-formed-panera-brands-platform>
- Slide 4:** <https://www.forbes.com/sites/aliciakelso/2021/10/11/how-shaqs-big-chicken-plans-to-win-in-the-competitive-qsr-category/?sh=4c8544a42f9d>
- Slide 5:** <https://www.restaurant-hospitality.com/operations/look-who-s-franchising-now-fall-edition/gallery?slide=2>
- Slide 6:** https://www.qsr magazine.com/news/emerging-concept-red-chickz-announces-franchising-opportunity?utm_campaign=20210806&utm_medium=email&utm_source=jolt
- Slide 8:** <https://www.businessinsider.com/megan-thee-stallion-popeyes-new-hot-sauce-2021-10>
- Slide 9:** https://adage.com/creativity/work/arbys-makes-meat-scented-loungewear/2370581?utm_source=ad-age-news-alerts&utm_medium=email&utm_campaign=20211008&utm_content=hero-headline

Q4 2021 Trends Report Sources by Slide

- Slide 10:** https://www.qsrmagazine.com/news/aw-launches-new-apparel-line-cheddar-weather?utm_campaign=20210923&utm_medium=email&utm_source=jolt
- Slide 11:** https://www.nrn.com/marketing/restaurant-brands-jump-streetwear-and-merchandise-bandwagon-en-masse?NL=NRN-02_&Issue=NRN-02__20210824_NRN-02__901&sfvc4enews=42&cl=article_2&utm_rid=CPGO6000016957313&utm_campaign=47342&utm_medium=email&elq2=a84caabfd9f543fb93a2c491beec446c
<https://www.nrn.com/quick-service/mcdonald-s-unveils-new-line-fan-merchandise>
- Slide 12:** <https://www.nrn.com/fast-casual/panera-bread-releases-swim-merchandise-line-centered-around-its-soups-complete-bread>
- Slide 14:** https://www.qsrmagazine.com/news/biscuitville-hold-annual-breakfast-after-dark-fundraiser?utm_campaign=20211005&utm_medium=email&utm_source=jolt
- Slide 15:** https://www.qsrmagazine.com/news/cousin-subs-launches-round-campaign-support-its-make-it-better-foundation?utm_campaign=20211004&utm_medium=email&utm_source=jolt
- Slide 16:** https://www.qsrmagazine.com/news/hungry-howies-love-hope-pizza-campaign-returns-12th-year?utm_campaign=20211004&utm_medium=email&utm_source=jolt
- Slide 17:** https://www.qsrmagazine.com/news/crumbl-cookies-donates-25k-kick-fundraiser-breast-cancer-awareness?utm_campaign=20211004&utm_medium=email&utm_source=jolt