



# Q2 Trends Report

Delivery Domination

Drive-Thru Innovation

Loyalty Appreciation



**Huhtamaki**



## Delivery Domination

The future of restaurant delivery remains promising.

- The segment has grown from **\$5.3 million** in 2016 to **\$8.2 million** in 2017.
- It's expected to reach **\$11.8 million** by the end of 2018.





Improved delivery operations are boosting restaurant performance numbers.



Since the launch of “*Denny’s On Demand*,”  
Denny’s **takeout & delivery** sales have *increased 2%*.

Red Robin’s **take-out, delivery & catering services**  
have **risen 45%**, making up *8.3% of total revenue*.

Third-party delivery services are experiencing  
growth, too. Postmates has generated **\$1.2 billion**  
**since 2017**.





## Drive-Thru Innovation

New models are focusing on quicker service & benefits for loyal customers.







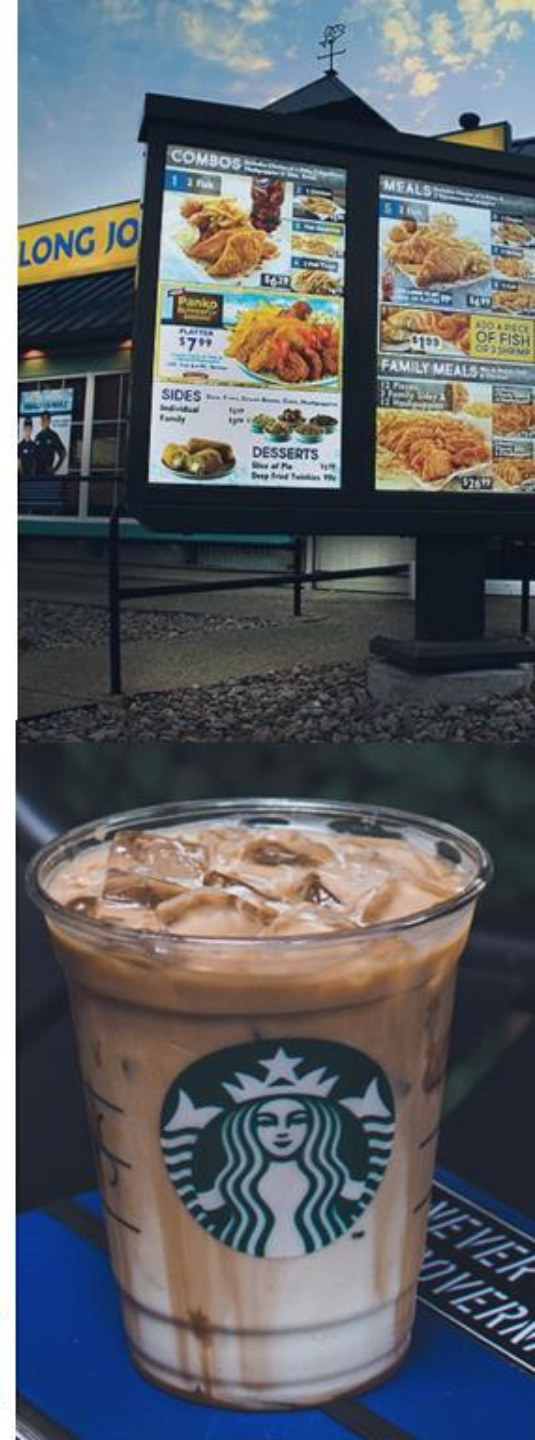
## Enhancing the Experience



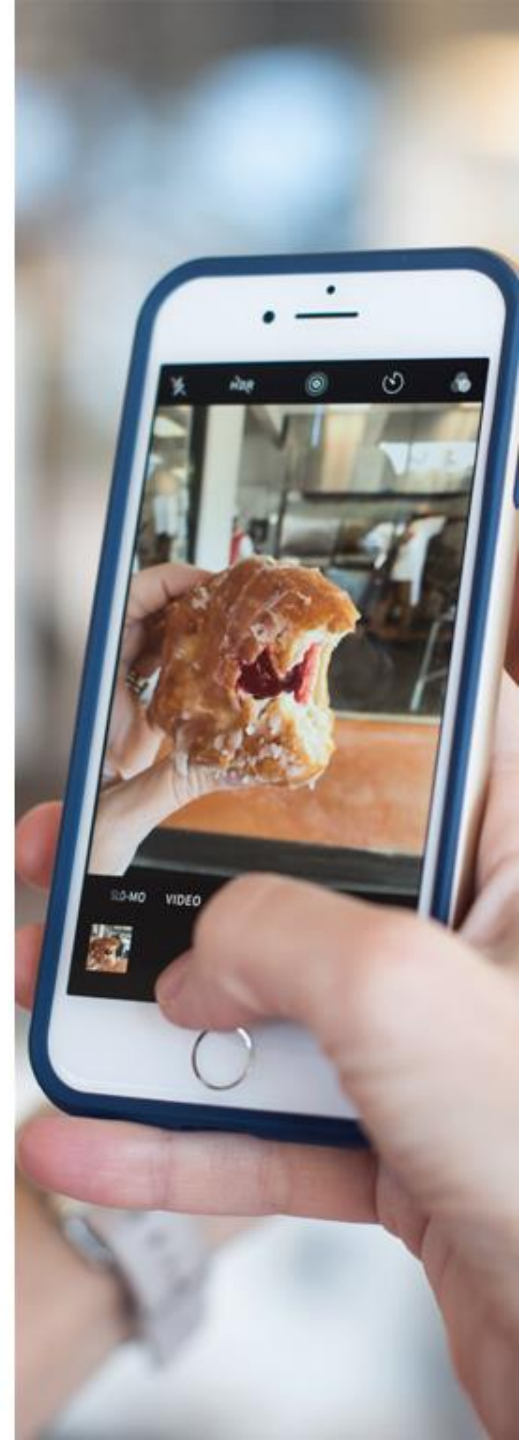
HD animated screens (*Long John Silver's*)

Improved audio (*Long John Silver's*)

Two-way visuals for patrons & drive-thru attendants (*Starbucks*)



# Rewarding Loyal Customers





## Separate Lanes

- Regular Customers vs. Loyalty Members & App Users (Dunkin' Donuts)

## Special Codes

- Received via mobile app orders for quicker service (McDonald's)

## Rideshare Partnership

- Users can add a trip to restaurant between 9PM-2AM (Taco Bell + Lyft)





## Loyalty Appreciation

Programs to retain customers & build frequency are gaining traction amid increasing competition.





Forget points; new prizes, programs & perks for loyalty members





Invite-only “Happy Hour” discounts (*Starbucks*)

Chance to win free pizza during Super Bowl 2018 (*Pizza Hut*)

Free chips & salsa or a free non-alcoholic drink with every visit (*Chili's*)

Treats, invites to events, recipe books & more earned with visits (*Panera*)



From streamlining delivery and drive-thru services to bulking up rewards programs, optimizing restaurant operations is key to remain competitive in Q2.

Huhtamaki North America stays at the forefront of these trends to help your business navigate the ever-changing foodservice landscape.

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