

Huhtamaki

2022 Q4 Trends Report



QSRs Give Back



Empowering Today's
Workforce



Universities Return
to Normal



I. QSRs Give Back

Moving into the end of the year and the holiday season, QSRs look for ways to give back to their communities. That takes many forms, whether it's to **support breast cancer awareness, natural disasters** or other worthwhile causes. Some brands look for organizations that are tied directly to their mission, while others raise money to honor one of their own, as **Newk's Eatery** did recently.



I. QSRs Give Back

In September, **Newk's** held their second annual **Lori Day** to raise money for ovarian cancer in honor of **Newk's Cares** co-founder **Lori Newcomb**, wife of Newk's co-founder and Executive Chairman **Chris Newcomb**. Lori bravely fought the disease until she passed away in 2019. On **Lori Day**, **Newk's** donates **20% of their systemwide sales** for the day to the **Ovarian Cancer Research Alliance**. Having raised nearly **\$2 million** for the cause, **Newk's** has become the nation's largest single donor to OCRA.

Firehouse Subs

Firehouse Subs Public Safety Foundation celebrates **First Responders Month** in October with its largest fundraising campaign of the year. Many fire departments across the nation are volunteers and lack adequate resources and up-to-date equipment.



Firehouse encourages guests to help them reach their goal of **\$1 million** by visiting any local **Firehouse Subs** in October and making a **\$1 or \$5 medallion donation**. All proceeds will help ensure that first responders are equipped with important life-saving resources that keep communities safe.

Happy Joe's

The iconic brand is celebrating its **50th birthday** by giving **\$50,000** to children with disabilities and their families through the **Happy Joe's Kids Foundation**.

The foundation is a nonprofit organization that was started by **Happy Joe Whitty**, the company's founder, to help families with children who have physical or mental disabilities. The fundraiser kicked off on **Happy Joe's** birthday in September and runs through November.

All 50 **Happy Joe's** restaurants will participate, and general managers at each location will help the foundation find families in need.



Bubbakoo's Burritos



Bubbakoo's announced a new partnership with the **American Cancer Society** to support breast cancer research and care. Throughout October, customers at **Bubbakoo's** locations have the opportunity to make **donations of \$1, \$3, \$5 and \$10** during checkout. Limited-edition pink cups will also be sold for **\$5**, with all proceeds benefiting the **American Cancer Society**.

Bubbakoo's is hopeful that their partnership with ACS will one day result in a world free of breast cancer.

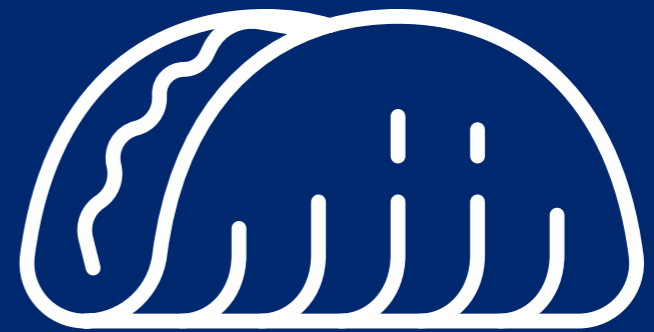
Hungry Howie's

The national pizza chain that originated the flavored crust pizza is hoping to hit a **\$5 million** milestone in raising funds for the **National Breast Cancer Foundation, Inc.** with its month-long “**Love, Hope & Pizza**” campaign. Since it began in 2009, **Hungry Howie's** has raised more than **\$3.5 million**.



Chipotle

As residents in Florida continue to rebuild their lives following the devastating effects of Hurricane Ian, **Chipotle** is setting up ways to help people in need.



The chain formed partnerships with **The Farmlink Project** and the **American Red Cross** and made a donation to the **Farm Aid Family Disaster Fund**. **Chipotle** plans to donate more than 100,000 pounds of produce through **The Farmlink Project** to food banks in Fort Myers, one of the communities hit hardest by the hurricane. They're also engaging their suppliers to help donate excess crops to **The Farmlink Project**.



II. Empowering Today's Workforce

Restaurants depend on their employees to be their best each day, and now that we're in the post-Covid era, workers have realized they have **more options** as to when and how they work. People are increasingly attracted to the **flexibility in scheduling** and the **prospect of immediate pay** offered in the gig economy, and many are choosing to move away from shift work.



II. Empowering Today's Workforce

Restaurants looking to attract and keep their best employees realize they need to make them feel safe, empowered and valued in their positions. Better benefits, including **faster pay**, are becoming more important to today's workforce. Employers are beginning to embrace this sense of urgency in payments with options such as **Rellevate's Pay Any-Day** that costs nothing for the employer to set up. **Rellavate** gives workers the ability to receive pay securely and on their terms without taking out a loan.

Bill Miller Bar-B-Q



Responding to workers who want more financial flexibility, the Texas-based barbeque chain has partnered with **DailyPay**, the leading provider of on-demand pay.

This new benefit allows employees to access their pay after completing a shift. This is vital to stay competitive as it helps the vast majority of employees who use it feel less financially strained. It's also good for business. According to a survey by **DailyPay**, employers who offer an **on-demand pay benefit** are able to hire up to two times faster than those who don't.

Original Chop Shop

The brand known for their “**Just Feel Good**” mission is taking that a step further for their team members through a new partnership with **Espyr**. This new employee assistance program will give employees access to tools and resources to support their **mental, emotional** and **financial well-being**.



The program also provides both full- and part-time team members with **three free mental health screening sessions per year** and it's added to the health, dental and vision benefits already offered.

Starbucks



As the coffee company reinvents its future, **Starbucks** recently began a program to help employees (partners) in two areas of their financial health: **savings** and **student loan debt**. In partnership with **Fidelity**, **My Starbucks Savings** will help eligible partners save money for unexpected events.

Partners are able to contribute a portion of their after-tax pay into a personal savings account, and the company will contribute **\$25** and **\$50 credits** at key saving milestones as an incentive to save.

Starbucks

To help those partners struggling with educational debt, **Starbucks** joined with **Tuition.io** in a program to help them with decisions in the re-payment of education loans. The program will also assist partners in making a financial plan if they want to continue their education in the future.



Papa John's

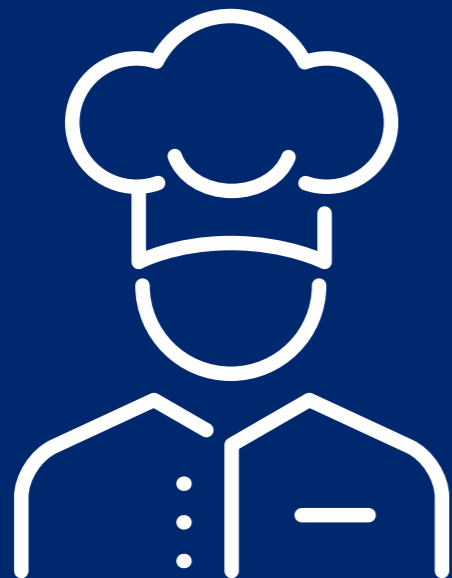
Through its newly-expanded **Dough & Degrees** program, **Papa John's** tuition benefits are offered to all corporate team members who work at least 10 hours a week.

They've also expanded the list of schools and universities that employees can choose from to further their education, whether it's a professional certificate, associate's, bachelor's or master's degree.

Unlike other companies, the **Dough & Degrees** program pays tuition upfront, without any out-of-pocket expenses for their workers. This helps **Papa John's** stay competitive to attract the best employees in the restaurant industry.



Additional Jobs in the Market



The recent numbers released by the federal government suggest some **great news** for hiring managers in the industry.

According to the **Bureau of Labor Statistics**, food services and drinking establishments added **60,000** jobs in September. The hospitality sector now employs nearly **12 million people**, which is **500,000** jobs short of pre-pandemic levels. At least one major brand is happy to say things have begun to normalize. **Rick Cardenas**, CEO of **Darden**, the parent company of **Olive Garden** and **LongHorn Steakhouse** said, “Our turnover, our manager retention is much closer to pre-Covid levels.”



III. Universities Return to Normal

Students are looking for more **diverse menus** made with cleaner ingredients and plant-based products. They also would like more **tech-driven conveniences** such as **remote ordering** and delivery, which became commonplace during the pandemic. Campus dining programs are trying to meet student demands even while dealing with on-going staff shortages, increased food costs and supply chain issues.

Food Inflation Costs



Food inflation will likely be affecting costs for consumers and foodservice operators for the foreseeable future. **College dining programs**, especially at larger universities, can take advantage of **volume pricing** to reduce the extra costs.

However, the downside in **volume pricing** is that there still may be limited product availability in some categories because of supply chain issues. As a result, some items that **students** want may not be readily available to meet a program's needs.

Labor Issue

Last year, the **labor shortage** was a major issue for campus dining programs, leaving some programs unable to operate at full capacity.

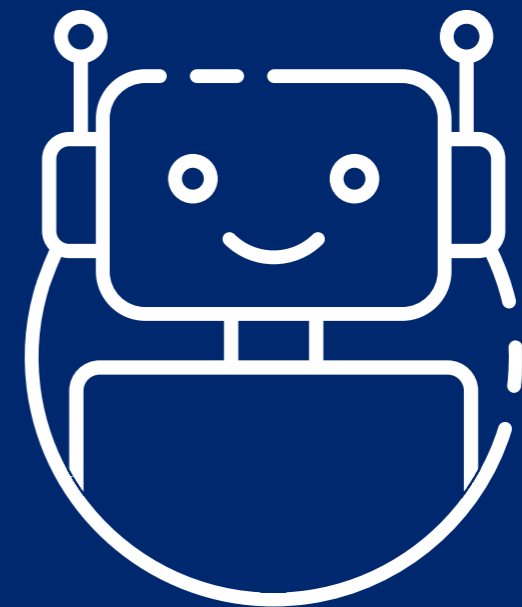


Staff shortages are still an issue, though not as much as **inflation** and **supply chain problems**. Applicant numbers are up, but the ongoing shortages have driven up **wage expectations** for both adult employees and student workers.

To maximize their **return on investment**, dining programs are evaluating how and where to place employees.

Robot-Based Food Delivery

Both **robot-based** and **drone food delivery** are likely to expand on campuses. Prior to Covid, there were only a few schools using any kind of delivery, much less **robot delivery**. But now, major campus dining contract firms and large self-op programs like the one at Ohio State are expanding.



This trend started on **college campuses** and is spreading out into the **commercial world** instead of the other way around. This is expected to continue to grow with retail giants **Walmart** and **Target** adopting it.

Push for On-Campus Living

Living on campus goes hand in hand with **meal plan** purchases, and schools were pushing this prior to the pandemic to “**promote campus unity.**”

This has been met with some push-back that likely will continue as **students** and their families weigh the **cost-to-benefit ratio** of a college education. While big-name colleges are full, smaller schools are struggling, forcing more of them to close or merge.

Even the schools with full enrollment need to make **living on campus** appealing to students with new or upgraded facilities, more authentic cuisine choices and expanded hours.



IV. Signoff

As a foodservice provider, it is important to stay on top of the trends that are important to your customers. From **leading brands giving back** to their communities, empowering the **post-pandemic workforce** and meeting the new challenges of **on-campus dining**, you can trust **Huhtamaki North America** to stay at the forefront of these trends. We help your business navigate the ever-changing foodservice landscape.

Q4 2022 Trends Report Sources by Slide

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