

SERVING UP A **slice of recovery**



**ESSENTIAL TIPS AND ADVICE POST LOCKDOWN
TO HELP BUSINESSES ON THE ROAD TO RECOVERY**

**YOUR GO-TO
PIZZA EXPERTS**

oetker-professional.co.uk in  



Professional

2021

A year to redefine & reconnect

With COVID-19 changing the way the hospitality industry operates, businesses are reviewing their recovery strategies and considering how they can evolve and adapt.

Using our expertise and industry insight, we've created this guide to help businesses understand the current landscape following the latest lockdown and provide practical steps to help on the road to recovery.

What's the outlook looking like right now?

6 ATTITUDES ABOUT THE 'NEXT NORMAL'

Your customers are more than ready to return

56% say they can't wait to go out again¹

A 'treat' mentality can be used to your advantage

60%

agree they plan to treat themselves when they go out to eat or drink again¹

Quality and value are still key drivers

46% are looking for both quality and value when they eat out¹

Technology will continue to be a focus area

46% typically use order and pay at table technology since venues reopened last year³

Restaurant visits are the most missed

41%

say they're most looking forward to visiting restaurants again, followed by pubs and cafés¹

Takeaway and delivery are here to stay

61%

of those who ordered delivery for the first time or more than usual said they'll continue their new habits beyond lockdown²

DELVING DEEPER

Exploring a selection of key behaviours and attitudes further, we look at potential long-term implications on behaviour to help future planning.

MEETING THE DEMANDS OF THE NEW CONSUMER

MENUS TO WORK HARDER

THE WAYS OF THE FUTURE

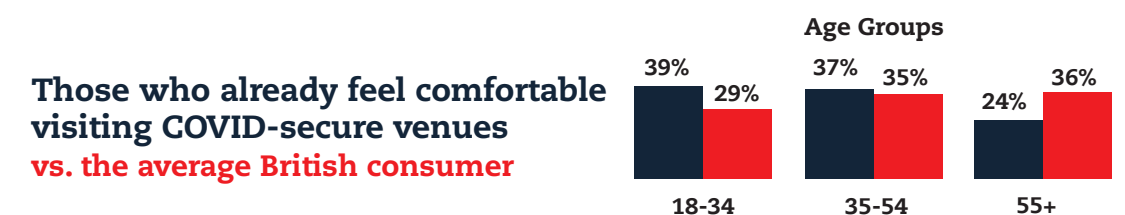
MEETING THE DEMANDS OF THE NEW CONSUMER

Rules Of Attraction

As venues start to reopen, consumers' concerns about COVID-19 are still high, but at a lower level than during April of last year. Over three quarters of consumers are concerned that life as they know it won't return to normal this year, but confidence is growing as new measures are introduced: 47% say they'll feel confident visiting pubs, bars and restaurants when they can open properly and when those considered vulnerable have been vaccinated.¹

The Age Of Influence

The first to return are likely to be those who previously ate and drank out frequently, combined with younger consumers aged between 18-34.¹



Key signposting of sourcing and any provenance messages will be important for these consumers, with a higher proportion of 18-34 year olds vs. the average British consumer stating they're now more interested to know where food and produce in eating out venues has come from². These consumers also have a focus on hygiene procedures and will be scrutinising more carefully what they eat than before the pandemic.³

Thinking about when venues are permitted to re-open, will you be interested in knowing about any of these, compared to previously?

	% of 18-34 yr olds	Index vs. GB average
Hygiene procedures	66%	12pp
Where ingredients are sourced from	39%	8pp
Suppliers and producers used	34%	7pp

63% of consumers aged 18-34 agree with the statement "I will scrutinise what I eat from venues more carefully than previously"

DELIVER ON EXPERIENCE

When the first lockdown hit and businesses had to close their doors, takeaway and delivery offered the ideal solution to keep custom and diversify revenue streams.

Delivery orders in the UK grew by 387% in the fourth quarter of 2020 vs. 2019¹ and with consumers' takeaway and delivery habits looking likely to continue beyond lockdown, moving into the delivery space in the right way is essential.

69% of consumers who ordered deliveries or collections over the festive period say they will continue to do so throughout 2021²

More than **50%** of consumers in England ordered food for delivery in the first week of the country's second lockdown²

27% ordered delivery for the first time or more often than usual during lockdown, with **61%** planning to continue their delivery frequency from restaurants²

3 WAYS TO WIN WITH TAKEAWAY & DELIVERY

1 Keep it simple

Not all dishes are designed for travel, so sticking to the basics and doing them well will ensure the experience delivers on the quality your consumers are expecting. When compiling the takeaway and delivery menu, the number of ingredients, ease and speed to prepare, profitability and suitability for travel are key factors to consider.

Any new specials should also be reviewed to ensure they're suitable for delivery; nearly 70% of consumers said they planned to celebrate Valentine's with food or drink from an OOH venue this year,³ and choosing to order food from restaurants for takeaway or delivery on key dates could be a longer-term legacy of the pandemic.

2 Speed it up

Consumers expect their meal within 30 minutes of ordering, and will be expecting it to arrive at restaurant quality. Constantly reviewing the logistics of delivery and any suitable tech to make the journey from order to delivery as smooth as possible will improve the customer experience, along with the likelihood of ordering again.

Once restaurants have re-opened, food to go is also an additional revenue stream to consider. The increased number of people working from home mean options to grab and go give quality and taste on the move. With food to go average spend growing by 9% at lunchtimes⁴, this offers a way to maximise spend across day parts.

3 Don't forget packaging

Matching the right packaging to the right dish is key to ensuring the dish arrives at the right temperature and at the quality customers are expecting; one bad experience with soggy or messy food can impact perception of a brand. The right disposables not only retain product quality but are an extension of the brand to reinforce identity and showcase values. Choosing packaging such as recycled or compostable boxes demonstrates the importance of sustainability and can also be used to communicate key messages.

Driving engagement, loyalty and additional reasons to revisit will be key to success when reopening. Loyal customers have always been important to businesses, and between July and December of 2020, 20% of loyal customers made up 80% of visits.¹

Choosing an average of five brands vs. nine before the first lockdown,¹ it's clear that providing reasons to visit and revisit vs. competitors is key. Trust and reassurance are still contributing factors when consumers decide which venue to visit, and with 80% preferring to visit somewhere familiar rather than different,¹ it could be more of a challenge to attract new customers.

REAP THE REWARDS

Now is a prime time to consider loyalty schemes to drive regular repeat visits, with 49% saying they're important in their venue choices, and 47% using them every or almost every time they visit a venue.²

Consumers now visit an average of **5 brands** compared to 9 before the first lockdown¹

20%
of loyal
customers
made up 80%
of visits since
the sector
reopened last
July¹

4 in 5
consumers
would prefer to
visit somewhere
familiar
rather than
somewhere new
or different¹

49% of consumers
say loyalty schemes
are important in their
venue choices²



47% use a loyalty
scheme every or
almost every time
they visit a venue²

For most, discounts on food or drink are the main drivers for signing up to loyalty schemes, and with only 16% saying they're members of more than one restaurant, pub or bar programme,² compelling reasons to sign up are needed.

LOYALTY PROGRAMMES: 3 REASONS WHY:

1. Loyalty apps are set to grow²

Booking and paying in site online is now the norm due to COVID-19 safety measures, and consumers will be more comfortable downloading and accessing apps going into the future. Not providing a loyalty scheme with rewards to set you apart vs. competitors now means potentially missing out in the future.

2. Data has never been more important

Using customer data from loyalty schemes allows businesses to exceed customer expectations through delivering personalisation at an emotionally meaningful level. Targeting offers and content makes marketing more effective, encouraging frequency of visit.

3. Updates are instant

With instant data available, loyalty schemes offer flexibility to instantly react to changing consumer behaviours. Discounts can be switched on and off based on spending patterns, and incentives can be offered to try different dishes linked to existing food preferences.



THE HARD-WORKING MENU

As businesses reopen (again!), quality and value for money will be at the forefront of consumers' minds. With research showing they 'can't wait to go out again' and make up for lost occasions, now is the time for menus to work hard.

Many businesses have already reviewed their menu mix and streamlined menu choices to improve margins and help with operational restrictions, but with 60% of consumers stating they plan to treat themselves when going out to eat or drink again, now could be the time to capitalise on the treat mentality as consumers look to reconnect.

The majority of companies have used the lockdown periods to innovate and refresh their offer – looking for new ways to add value and introduce new news to promote over and above hygiene and safety measures. Consumers will be excited to not only have their favourites again but to see what's new when they return.

MENUS MADE EASIER: 5 WAYS

1

Consider upcoming key dates and new reasons to celebrate

With 32% of consumers saying they intend to go out as much as possible once the restrictions are lifted, new menu additions, limited edition specials and more adventurous creations are likely to be well received and give a chance to trial before adding to the menu permanently. Consumers will still look for hygiene and safety reassurance, but are looking for an escape from the norm when they venture out, and a reason to feel good again.



2

Re-evaluate your dishes

How did the traditional top sellers differ pre and post the last lockdown? Consumer preferences may have shifted after months of home cooking, and with consumers now having a greater understanding of the cost to produce dishes and the level of skill required, it could be time to offer options too complex to cook at home or difficult to produce to the same restaurant standard.



3

Focus on operations

Reviewing how orders move through the kitchen is one of the key ways to impact speed of service and set up for success. Dishes involving complicated prep and multiple components may need to be a thing of the past due to reduced staff and kitchen restrictions, and staff training standards need to be at a high level to deliver the quality experience that consumers are demanding. Consistency has never been more important.

4

Use technology to influence buying behaviour

43% of consumers have used technology to order and pay since July 2020, and over a third will continue to use order and pay technology once COVID-19 measures are lifted.² The traditional ways of influencing consumer purchase behaviour via printed menus may be evolving, and new digital menu psychology tips should be considered to maximise impact.

Using bold or italic text, highlighting dishes in a different colour and using messaging such as ‘Chef Recommends’ or ‘Customer Favourite’ will make customers take notice of specific dishes and encourage them to try. Encouraging sides or extras with pop-up prompts for on-app ordering is also a great way to boost spend without having to increase the price of the dish itself. Going forward, ease of use and clarity of instructions will be particularly important for those in higher age brackets, who will need more time to buy into longer-term use of order and pay technology.²

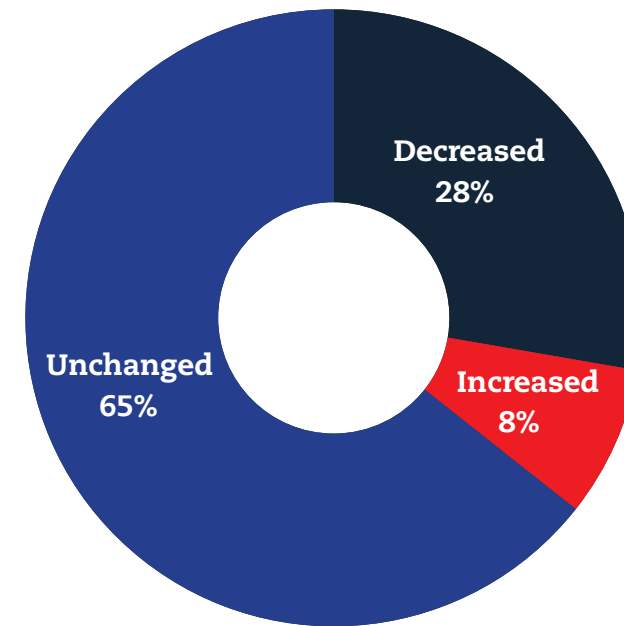


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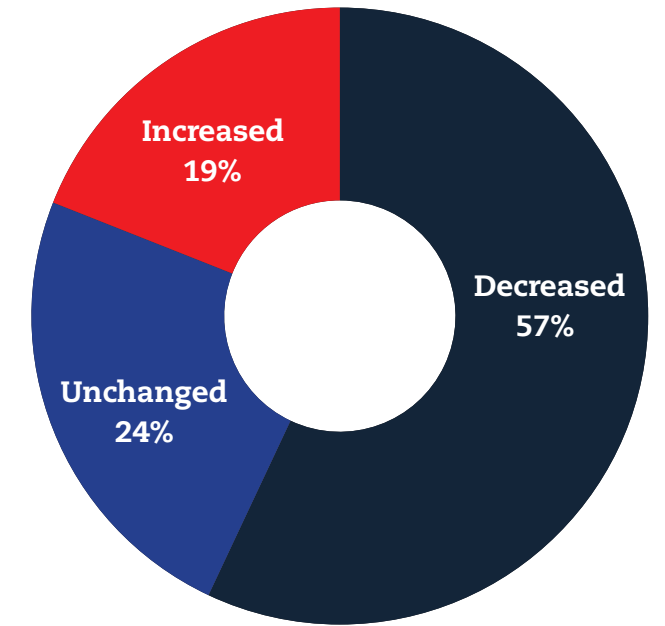
Cater to changing needs

The pandemic has led to split demands when it comes to eating out. While some will be looking to splurge and treat themselves as much as possible, the pandemic has financially impacted others, who will be looking for value for money and tightening of spending.

INCOME



SPENDING



COVID-19 household income impact – August 2020, H2 NMG Survey and Bank Calculations



With so many missed moments in the last year, many have experienced a lockdown birthday or important occasion away from friends and family. Consumers are looking forward to catching up with friends and family again – and the right balance of options to provide choice, quality and value for money is needed. With restrictions lifted outdoors from April and then indoors from May, the outlook is definitely positive.

The same balance also applies to the mix of dishes; with nearly a quarter of consumers saying healthy food options are more important to them than before the pandemic,³ a greater selection of lower-calorie or plant-based meals may be in demand. With 1 in 5 Brits cutting down their meat consumption during lockdown⁴ and Deliveroo reporting vegan takeaway orders shooting up by 163% between January 2020 and 2021,⁴ it's clear meat-free options on menus are needed, but with the majority of the population still choosing to eat meat, choice and versatility are key.

THE WAYS OF THE FUTURE

Whilst the pandemic has been a challenging time for most, it has forced businesses to work more efficiently, encouraged new initiatives and led to new revenue streams. With light at the end of the tunnel, we look at the positives and learnings to come out of the global pandemic that businesses can take forward.

Consumer confidence in the industry should help us bounce back

The efforts that venues have made with health and safety practices both in delivery and during the ease of lockdown during the summer have been beneficial to consumer confidence moving forward. A recent study has shown confidence levels are high when it comes to returning to hospitality venues, with 55% of consumers stating they feel safer in pubs, bars and restaurants than in shops and supermarkets¹. This comes from a study which also shows nearly 9 in 10 guests have been satisfied with safety precautions and how well venue teams have followed hygiene practices since July.¹

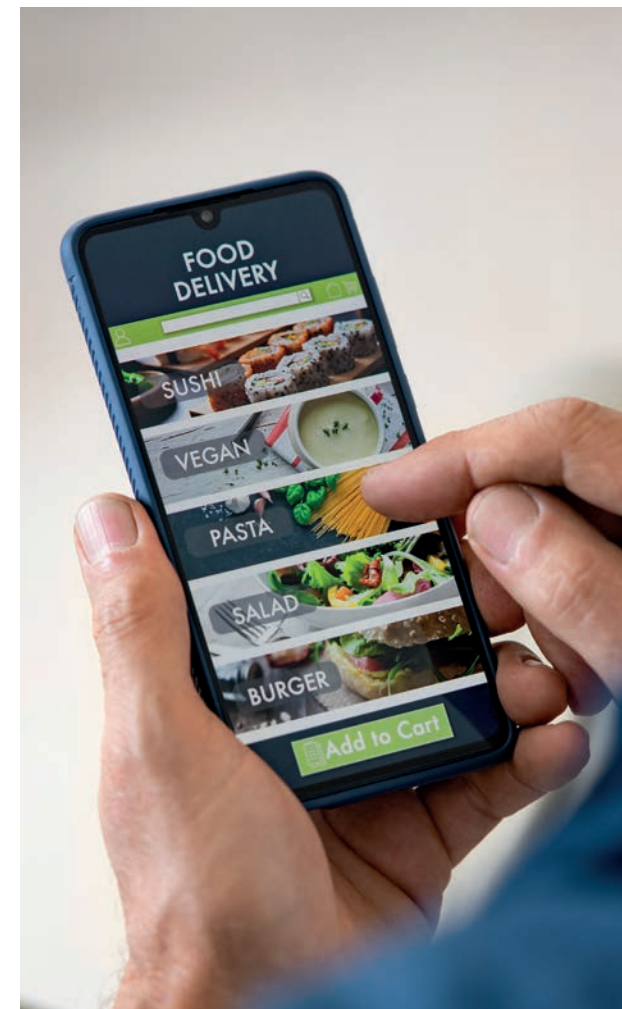
86% ARE SATISFIED WITH SAFETY PRECAUTIONS
88% ARE SATISFIED WITH HYGIENE PRACTICES

Hospitality businesses have made substantial changes to operations to ensure the safety of employees and customers, and this reassurance means consumers are likely to be less nervous to return to venues following the latest lockdown.

New revenue streams are likely to continue based on changing demands

Food and drink deliveries soared during 2020, with interest in delivery expected to endure, particularly among those who remain hesitant about going out in 2021. A weekly takeaway has been the highlight for many consumers, and venues have stepped up to the challenge, reviewing dishes and ensuring the right choices are available to deliver on quality.

Throughout 2021 and into the recovery period, operators will need to continue to review changing consumer habits to adapt accordingly and evolve their offers in-line with consumer demands.



Technology is here to stay

COVID-19 has pushed technology to centre stage and it has changed consumer engagement and how businesses operate. Within the first three weeks of hospitality reopening last summer, 78% of consumers had used an app or website to order, browse a menu or find other information about venues,¹ and with 40% saying they feel safer in venues using technology,² technology is going nowhere.

Apps and online ordering have been the backbone of the industry this year, forcing many to update their technology in order to continue trading during lockdown, but now is the time to use technology to enhance the experience further. From interrogating data to introducing loyalty schemes to reward and retain, technology can give businesses an important edge as they recover.



Dr. Oetker Professional

A dedicated partner to support your business during and after recovery

Here at Dr Oetker Professional, we offer quality food service solutions without compromise, and we pride ourselves on providing quality products for every sector and every occasion. Our expertise also gives us a unique understanding of what matters most in your business to help you meet the needs of your customers.

We have a range of products that can support you through the reopening after the pandemic and beyond. From our raw dough bases to our Chicago Town pizzas, our pizzas are simple, consistent and made with quality ingredients.

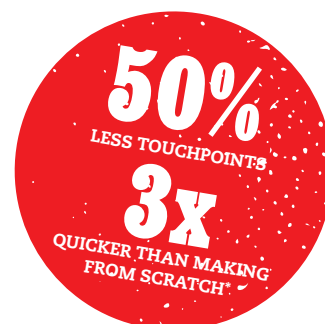


Chicago Town

Give pizza lovers the pizza they deserve out of home with Chicago Town pizza. Big, bold and full of American flavour, our range includes 6 tasty flavours and offers real menu appeal along with quick cook time from as little as 4 minutes.

We start with our unique dough which puffs up proud in your oven, then stuff it with our signature tomato sauce and top it with a load of tasty toppings. Great for sharing occasions or a main meal. Our pizzas require no food handling and preparation, offering a low-skill, consistent solution. Our Chicago Town range gives an authentic taste, replicating high street takeaway options, and also allows for different day parts and occasions.

*For more information, visit oetker-professional.co.uk



Pizza-To-Go

Delivering 3 hours' hold time, our self-serve pizza solution offers you the flexibility to provide your customers a slice of up to 6 takeaway pizzas with minimal hassle – and with Chicago Town pizzas cooking in as little as 4 minutes, serving up some seriously tasty results couldn't be quicker.

There's even a range of disposables including branded boxes and quarter slice holders that work alongside the new self-serve Pizza Merchandiser or your own hot-hold equipment to make your pizzas work harder from morning through to night.

1. IRI Value Sales w/c 18th August 2018.



Balanced Choice

Offering the real takeaway taste but with added nutritional benefits, the Balanced Choice pizza is a healthier choice for pizza lovers who refuse to compromise on taste. Topped with a delicious blend of mozzarella and mature Cheddar, this reduced-fat and saturated-fat pizza offers a great source of fibre combined with real menu appeal.

1 of 5-a-day

Fully loaded with tasty toppings, our Deep Dish 1 of 5-a-day pizzas include 1 of 5-a-day and are a firm favourite with children. Available in tasty cheese and tomato, the 5-inch pizzas require no food handling or preparation and hold for up to 45 minutes. Perfect as a snacking option or on kids' menus, our 1 of 5-a-day pizza is a source of protein, suitable for vegetarians and low in sugars and reduced saturated fat.²



Raw Dough Base

Our 9" sauce-topped Raw Dough Pizza base bakes for the first time in the oven for an authentically home-made pizza taste. Perfect for unique customisation and cooking in as little as 3 minutes. The base allows you to give your customers the real taste of something different, whilst also giving operators the chance to add their own creative flare. The versatile base gives you the freedom to tap into a wide range of growing consumer trends – providing the ideal solution for consistency, convenience, quality and personalisation for all day parts.



For information about our full range of base solutions, get in touch.

2. Reduced saturated fat when compared to standard four cheese deep dish.

WHY DR. OETKER PROFESSIONAL IS YOUR PERFECT PARTNER ON YOUR ROAD TO RECOVERY

- **Versatility of range**

Our range is suited to all channels, day parts and occasions, with vegan and vegetarian options available alongside more permissible choices containing added nutritional benefits.

- **Consistency**

As we have seen, consumer confidence is high and they will be looking to get back into venues when lockdown ends. Consistency is key for driving loyalty and ensuring customers come back to your venue. Our pizzas offer a consistent cook every time and provide customers with the taste they know and love.

- **Speed and prep**

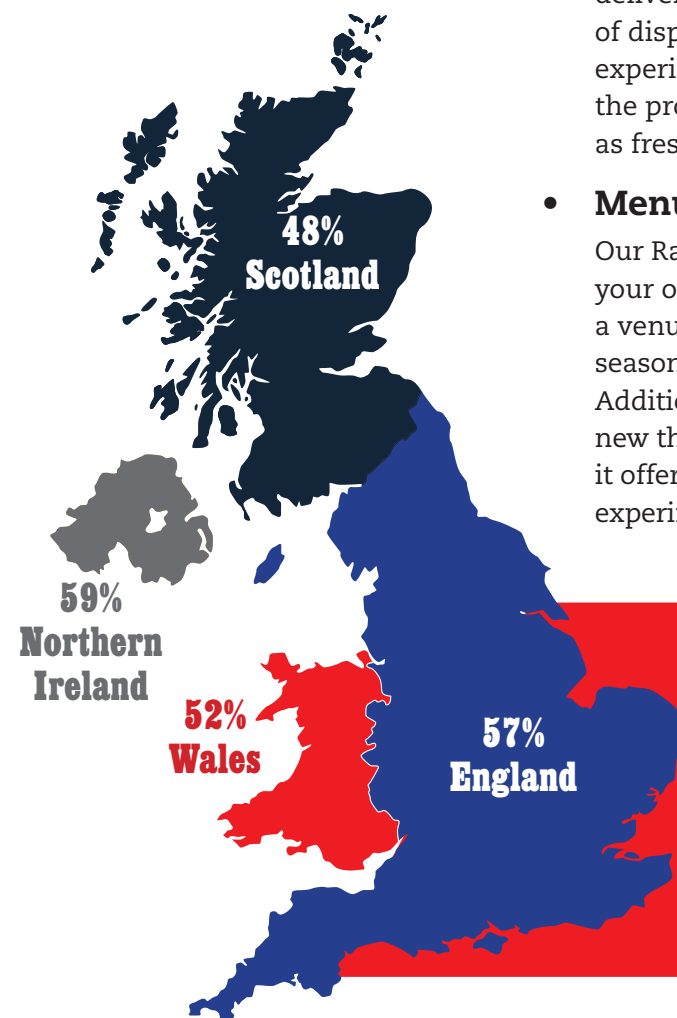
The Dr. Oetker Professional pizzas save you valuable time in the kitchen as well as involving minimal kitchen touchpoints. With simple prep and cook, offering great quality pizza couldn't be simpler.

- **Takeaway and delivery**

We know that takeaway and delivery are here to stay and that pizza has seen growth throughout the 2020 lockdown. Our pizzas are ideal for takeaway and delivery with hold times of up to 45 mins and a range of disposables. Designed to enhance the takeaway experience, these protect the food during transit, keep the product warm and ensure your pizzas are delivered as fresh as when they came out of the oven.

- **Menu trends and cuisine types**

Our Raw Dough Base offers the opportunity to broaden your offering and mix up your menu. It enables a venue to tap into new trends, cuisine types and seasonal offerings, keeping menus fresh and interesting. Additionally it allows a more skilled member of staff to try new things and create personalised dishes. Additionally, it offers more skilled staff members the flexibility to experiment and create a range of flavour combinations.



Pizza still has the power

The pizza delivery market is worth 2.1 billion British pounds¹

Pizza was the most ordered takeaway during lockdown across all 4 of the home nations²





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PIZZA EXPERTS**

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