



# FOODSERVICE MICROTRENDS & SOLUTIONS

Presenters:

Nancy Lane, Senior Designer, Visual Merchandising & Product Concepts, Lakeside Manufacturing, Inc.  
[nlane@esandstonegroup.com](mailto:nlane@esandstonegroup.com)

Marsha Diamond, MA, RDN, Foodservice Consultant  
[marsha@marshadiamond.com](mailto:marsha@marshadiamond.com)

2019



A trend is a regular change in processes, conditions, data, projects, etc. To follow a trend, you must be aware of the current situation and be able to predict the changes in the near future.

The beginning of the year is traditionally the time to forecast trends in all spheres.

We don't even have time to get used to new ideas, equipment, and technology as they become outdated and are replaced by newer ones. It's important, to be aware and monitor to take full advantage of foodservice opportunities to generate sales, customer loyalty and satisfaction, maximize efficiencies and more.

# OBJECTIVES



1. Acquire an understanding of 2019 food and foodservice trends
2. Learn adaptable solutions to these trends that can be executed in retail foodservice today to elevate your customer experiences, loyalty and revenue.
3. Obtain knowledge to develop a retail roadmap for success



# BEYOND EATING

Sharing a meal can unite us through powerful experiences that go beyond what is on the plate.

## Micro Trends

- Provide inspiring innovative features
- Enhance dining environments
- Improve participation
- Increase profitability for customers



## Operator Solutions

- Continued menu innovations
- Non-traditional food locations
- Enabling sensory experiences









## Foodie Culture / Dining Experience

- Much of Gen Z has developed a sense of culinary curiosity and adventure, and has begun to seek out creative food preparation or unique experiences.
- Today's consumers enjoy watching meals being prepared. Barriers between kitchen production and foodservice are coming down.





# SUSTAINABILITY

Foodservice operations are connecting with eco-conscious consumers through the adoption of socially responsible business practices.

## Micro Trends

- Waste, energy, & water reduction
- Composting
- Recyclable materials
- Zero Waste Initiatives



## Operator Solutions

- Need equipment to recycle & compost
- Build best practices into your concept
- Durable and multi-use equipment

# SUSTAINABILITY



Packaging- showing multiple ways to be used



# PLANT FORWARD

Consumers are shifting to plant-based foods to reduce traditional meat consumption and menus are using plant based foods for flavor innovations.

## Micro Trends

- Plant-based proteins
- Flavor innovation
- Responsible eating habits
- Flexitarians



## Operator Solutions

- Embrace new tastes & menu analytics
- Implement garden to plate
- Offer seasonal LTO's
- Add vegan & vegetarian options
- Utilization of alternative protein meat











# Lettuce Kale Celtuce

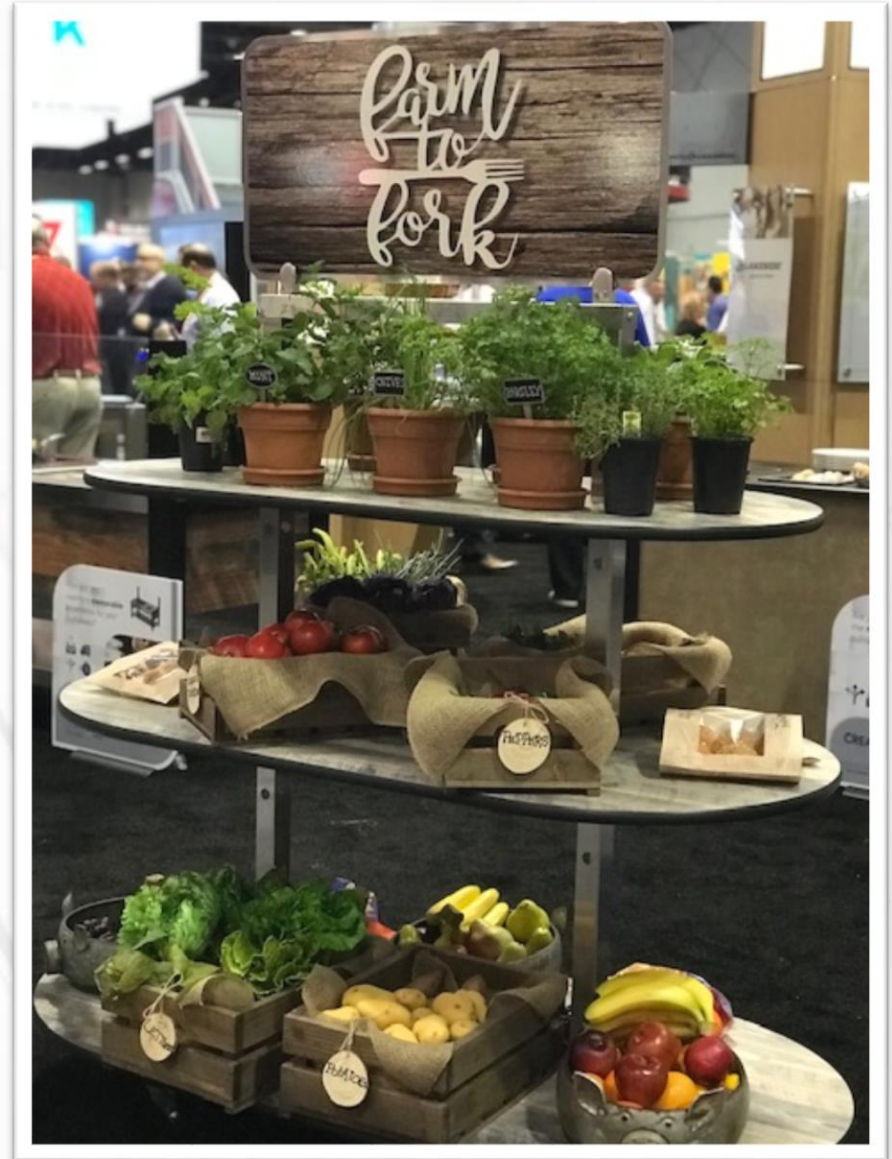
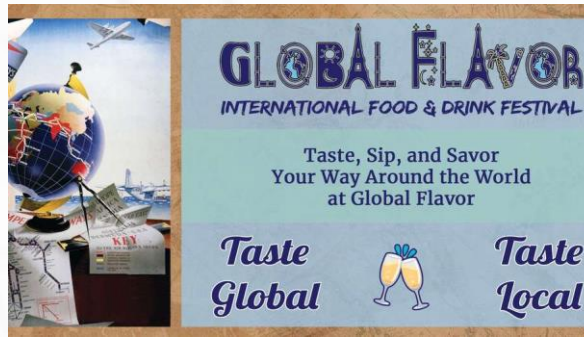








## Farm to Fork







# Flavor Station





# LABOR EFFICIENCIES

Foodservice operators are always looking to improve productivity. Innovative solutions present an opportunity for improvement in 2019.

## Micro Trends

- Adapting to a shrinking workforce
- Productivity always
- Minimum wage increases
- Generation-tailored training



## Operator Solutions

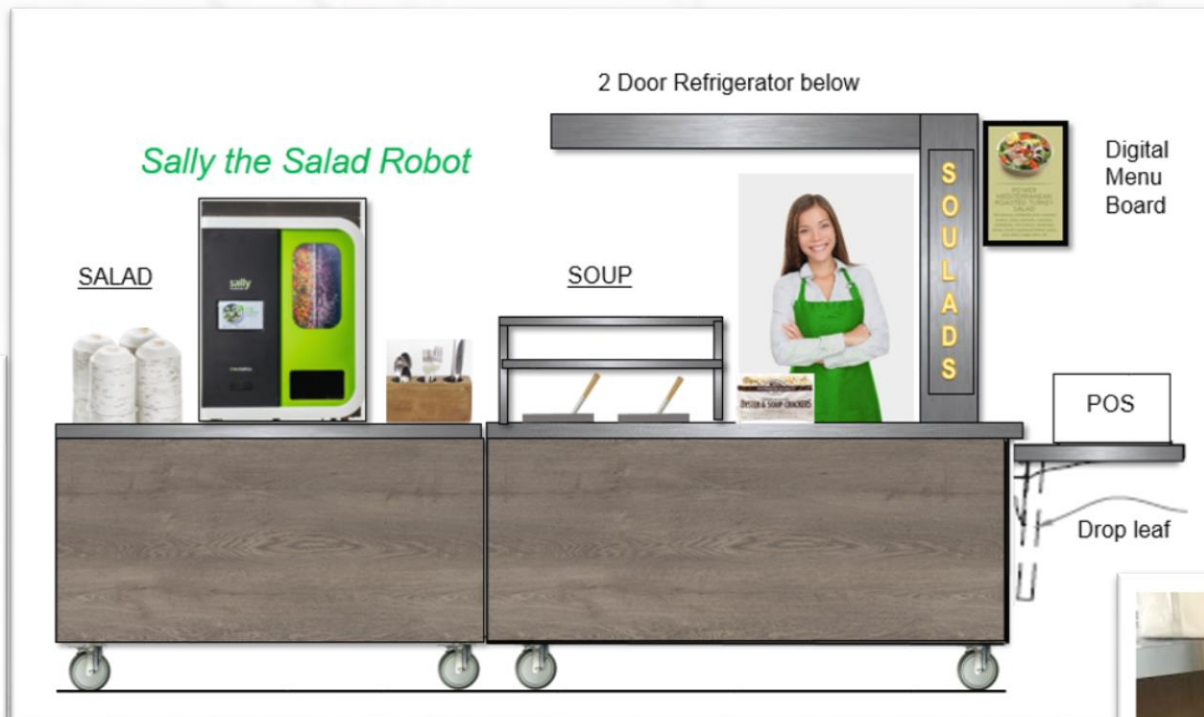
- Enable lean principles with the right equipment
- Multi-use equipment
- Adopt robotics
- Employ central commissary or consolidated production
- Utilization of technology-temp, easier, accountable



## LABOR EFFICIENCIES

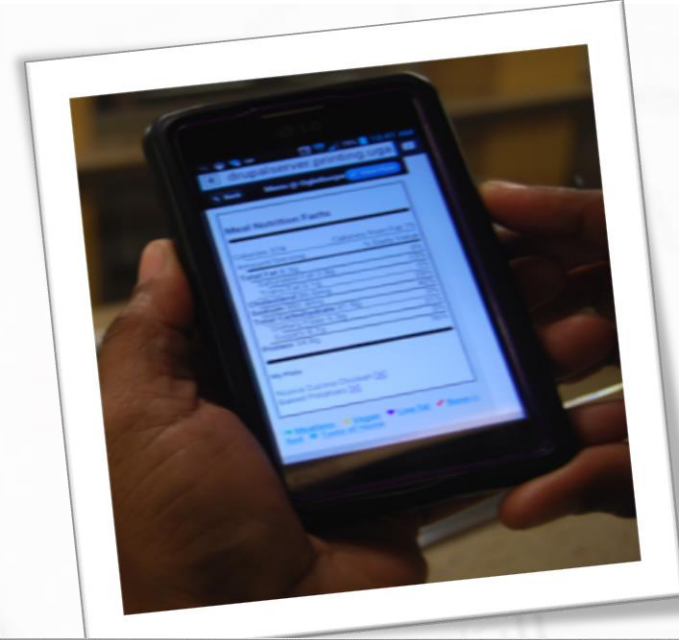


*Handle in open position for  
pulling motion*

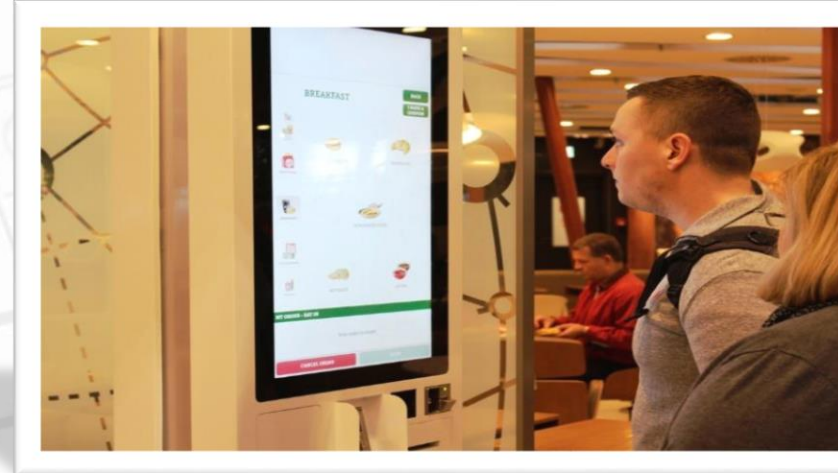




# TECHNOLOGY



**Self-Service Kiosks -65% of diners will use self-service kiosks while restaurants who use kiosks report higher average ticket sales**





# TRANSPARENCY

5

People are starting to identify with what they put in their bodies and want to promote both personal and communal well-being.

## Micro Trends

- Clean labels
- Food safety
- Natural ingredients
- Social responsibility



## Operator Solutions

- Create allergen awareness in your kitchen
- Cultivate and promote local ingredient sources
- Align your brand with transparency values





# Allergen Awareness



A card-accessed pantry is adjacent to this area, with special foods, toasters, microwaves, cooking stations, utensils, dishwasher, and hand washing sink-ALERGEN SAFE ZONES

Credit this to: SmithGroupJJR and Western Michigan







# Clean Labels and Local Produce



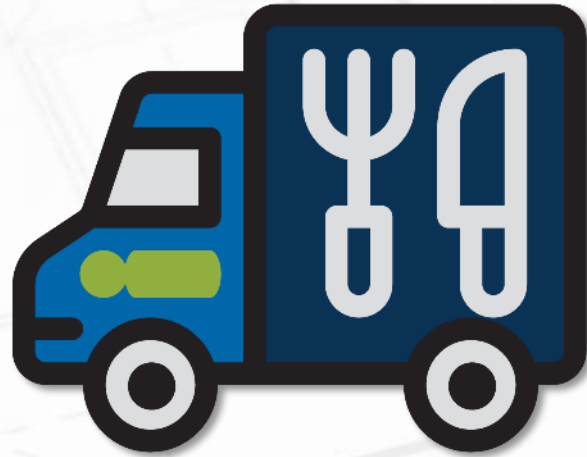


# EMERGING ENTREPRENEURS

Mobile, micro and niche providers are better able to enter the market without prohibitive startup costs or other historical barriers to entry.

## Micro Trends

- Food halls
- Ghost kitchens
- Mobile kitchens & food trucks
- On-premise food (apartments, condos)



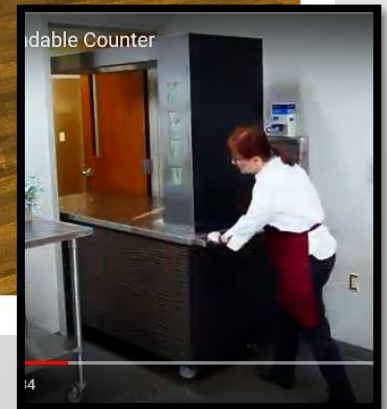
## Operator Solutions

- Need multi-use, small footprint, mobile equipment
- Create agile operations
- Leverage opportunities to expand service

# EMERGING ENTREPRENEURS

ON-TREND  
INNOVATION

IDEAL SOLUTION FOR “POP UP”  
RETAIL OPPORTUNITIES



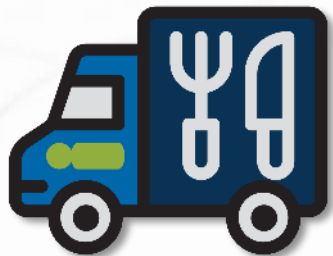
Provides a retail serving counter that...

- Enhances dining environments
- Offers a “pop up” in any underutilized space
- Improves participation
- Increase profitability

**Fits through standard  
doorways**







## Mini Food Truck

ENTREES  
UNDER  
550 CALS



ZERO  
EMISSIONS  
DRIVING



ECO-  
FRIENDLY  
CONTAINERS

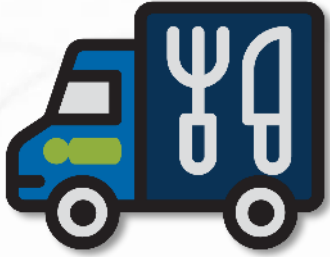


MEAL  
PLANS  
ACCEPTED



All entrees less than 550 calories  
Vegan and vegetarian items daily  
Gluten-free options  
Chef-crafted recipes  
Zero emissions driving  
Plant-based to-go containers  
All Dining payments accepted  
Entrees \$5 | Sides \$2.50





Food Halls

Branded Concept Food Trucks



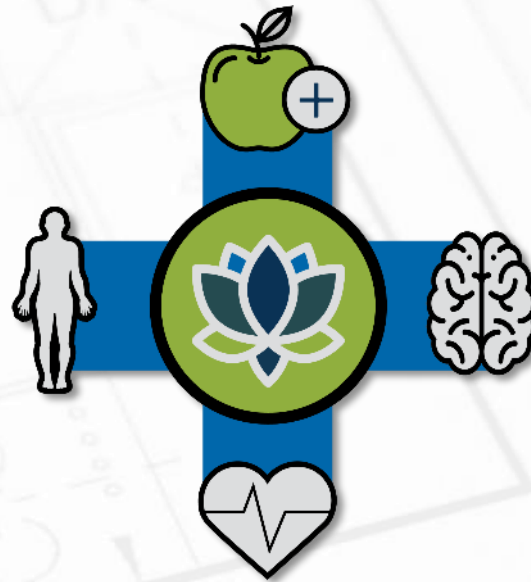


# FUNCTIONAL FOODS

Growing personalized eating habits benefit well-being.

## Micro Trends

- Gut-healthy
- Food as medicine
- Complete nutrition drinks



## Operator Solutions

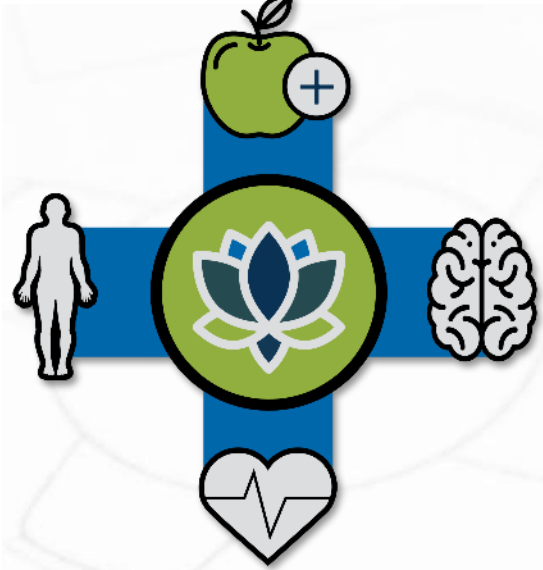
- Allow for customization of menu items
- Promote hydration
- Align menu with health & wellness



**AZUSA PACIFIC**  
UNIVERSITY







# NEW NORMAL

Eat wherever you are, eat whatever you want,  
eat whenever you want.



## Micro Trends

- Meal kits
- Researching food
- Delivery & take-out
- Customization
- Breakfast all day



## Operator Solutions

- Flexibility with BOH operations
- Premade Grab 'n Go meals
- Maximize BOH footprint for delivery specific lines and FOH for pick-up





# ON THE GO

Making food easy and available.

## Micro Trends

- Snackification
- Handheld
- Grab-n-go



## Operator Solutions

- Invest in efficient equipment to sell food outside of dining areas
- Make offerings handheld
- Display, store, and merchandise in one piece of equipment
- Make food highly accessible
- Micro markets



Forbes Market-University of Pittsburgh



Ohio University Jefferson Hall



# IN-STORE RESTAURANTS

Retail establishments are using food to lure customers back to their physical stores.

## Micro Trends

- Grocery store evolution
- C-store menu expansion, upscale
- On-premise restaurants



## Operator Solutions

- Utilize small footprint counters
- Create a communal experience
- Use cook to order stations
- Cultivate local partnerships



## In Store Restaurant



The Market Grille in Columbia, Mo.

*Kristofor Husted/Harvest Public Media*





## In Store Restaurant







Barnes & Noble  
Kitchen

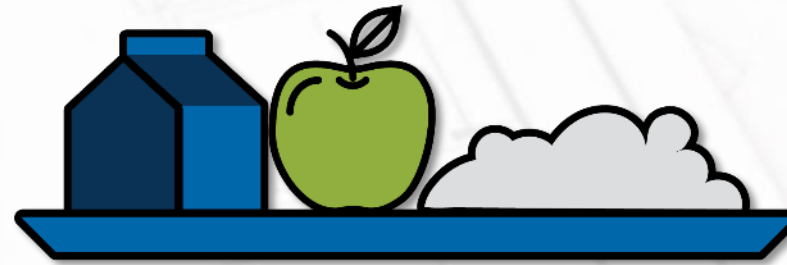


# FOOD INSECURITY

Anyone should have access to basic nutrition to fuel their bodies and minds.

## Micro Trends

- Breakfast & supper programs
- On-campus food banks
- MOW
- Food as Medicine-prescriptions



## Operator Solutions

- Need easy to set-up and easy to serve solutions
- Implement a food share program
- Use leftovers
- Farmers markets retail venues
- Food pantries/Food Pharmacies
- Dedicated farms for hospitals or universities
- Roof top bee hives

# INFUSING DIGITAL

We are moving rapidly toward a frictionless culinary experience that offers immeasurable opportunity to improve what we do.

## Micro Trends

- Trend analysis & prediction
- Artificial intelligence
- Robotics & automation
- Virtual & augmented reality



## Operator Solutions

- Embrace smart equipment
- Take small steps toward emerging technology
- Don't settle for what's available but modify or customize a solution specific to your needs





Technology

Technofoodology



**Univ. of Southern California**

First freestanding ATM location for local cupcake shop Sprinkles.  
Can hold up to 1,000 cupcakes



**Xavier University**

24/7 pizza vending machine can hold up to 70 pizzas





Technology



**The choice of a robot generation: PepsiCo rolls out campus snackbots**

Meal delivery tray robots



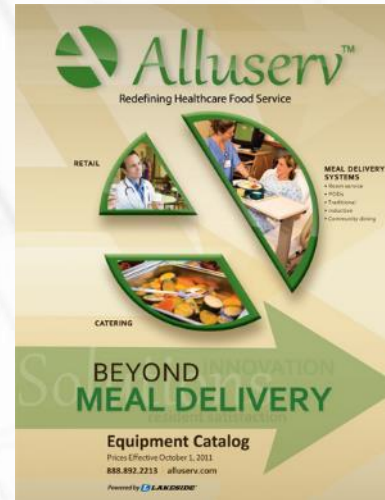


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Office: 630-585-1369  
msauer@multiteriausa.com  
[www.multiteriausa.com](http://www.multiteriausa.com)

**Kevin Vigeant** – Executive VP, Sales, Alluserv, Lakeside  
[kvigeant@alluserv.com](mailto:kvigeant@alluserv.com),  
860.993.6724 or  
800558-8565





# Thank You

## QUESTIONS?

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AND DOWNLOADABLE PARTICIPATION OF CERTIFICATION FOR 1 CEU WILL BE  
AVAILABLE ON THE ABOVE COMPANY WEBSITES.