



**5 future  
restaurant  
trends  
you can't  
ignore after  
the pandemic**

**A**sk any restaurateur and they'll tell you the same thing. The industry is changing – and the changes are bringing opportunities to those who are ready and willing to adapt. The global outbreak of the virus COVID-19 has had an immense effect on society. Regarding the foodservice business, more than anything it has sped up the pace of change that was already underway.

It can be difficult to predict exactly what impact the pandemic will have as we are still in the midst of it, but certain trends are becoming evident.

Despite the recent pandemic, consumers today – and in the foreseeable future – still look for foodservice to deliver on taste, price and experience on their terms: healthy, convenient, digitally accessible, and personalized.

Good food and friendly service will always be cornerstones in the foodservice industry. But consumers today are also demanding food that is safe for them and the planet. They want to decide exactly when, how and where they're going to eat it. And whether they choose to dine in or take out, they want their restaurant experience to be memorable, and above all convenient, which means everything from pre-packaged options to digital solutions. This presents a lot of challenges for restaurant owners, but also a lot of opportunities.

We've combined our many years of experience in the Nordic countries, forerunners in digital and cashless foodservice, with advice from experts in the global and European restaurant industry. Here are the trends you need to know to prosper in this new climate.

*Happy Reading*  
*Your friends at Trivec*

# 1. ● **Health and safety for people and the planet**

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Unique, personalized experiences and innovative food

# 1. Health and safety for people and the planet

# 1

## ● **Health and safety for people and the planet**

### **Customers want healthier and more eco-friendly options**

Healthy eating is growing from a longstanding trend to a permanent fixture in the foodservice industry. Informed wellness demands from younger generations, along with an aging population and general concerns over obesity, diabetes, and food allergies, has long increased demands on healthier food options and more detailed information about ingredients. Even beyond Millennials and Gen Z newcomers, restaurant guests today want food that is sustainable – for their own bodies as well as for the planet.

The pandemic has intensified interest in healthy food as well as in sustainable businesses. In demand are ingredients with potentially positive effects on our immune system. The pandemic has also shifted focus slightly from general corporate social responsibility to business efforts that protect and support people in a time of crises.

**As far as general health, one of the biggest emerging trends to watch is meatless protein, satisfying new consumer demands both in terms of personal health and environmental consciousness.**

Acumen Research and Consulting predict the rise of plant-based foods to grow by over 9% by 2023. GlobalData reports a significant jump in the number of “flexitarians” worldwide over the past few years and predicts that plant-based protein options will continue to rise in popularity. And a number of other studies back this up. In a recent survey



**Plant-based food predicted to grow by over 9%**

of 4,000 Nordic consumers, Fazer found that 41% of Finns and 31% of Swedes are interested in plant-based proteins as an eco-friendlier alternative to meat. In France, 41% of French consumers are actively avoiding or reducing consumption of red meat, according to Statista.

The companies that will win are those that fuel the new era of conscious consumption. People are not only demanding healthier alternatives, they're also willing to pay more for a healthier variant and are more accepting of different tastes and textures. Restaurants that can offer menu options tailored to the nutritional and ethical demands of their customers will not only appeal to a larger customer base, they'll also cut down on special orders and food waste. And that translates to increased margins for restaurants.

But customers are also no longer content to just accept the restaurant's claims of healthy and eco-friendly options – they're now demanding proof. **According to Datassential, half of consumers today think it's important to consume food made with "clean label ingredients" and two-thirds also support menu labelling.**

**People are  
willing to pay  
more for  
healthier food**



To include not only ingredients, but also sourcing information and nutritional content, shows customers that your restaurant is transparent and proud of its food quality. If the narrative of those ingredients includes local, sustainable and socially responsible production, all the better. **The companies that will take the lead in the coming years will be those that take conscious consumption to the next level.**

## **Customer story**

“We make good honest food, that’s what we do.” This is the motto of Foodmaker, a Trivec customer with a number of shops in Belgium and the Netherlands offering breakfast, lunch, coffee and takeaway. All of their food is 100% natural, with no flavorings or preservatives and plenty of vegan and vegetarian options, and ingredients are sourced locally, which not only limits transport but also allows innovation with seasonal products. Customers can choose from prepackaged meals, freshly prepared hot dishes or a buffet-style salad bar, where they can choose and cut their own herbs in the restaurant’s salad farm.

## **Trivec products**

One way to help safeguard the safety of personnel and customers is to use a web-based solution such as Trivec Buddy, where guests use their own mobile phone to order and pay. It aids social distancing since there’s no interaction during ordering and paying, and no handling of physical menus or card terminals. Streamlining and digitizing your business in general is a great way to help the environment while boosting efficiency and saving money. The Trivec POS system gives hospitality businesses the ability to organize and control sales, costs, staffing, reservations, invoicing and more from one place. With add-ons such as kitchen display and warehouse systems, you can cut down on waste and transports to make your business even greener.

# 2.

# Make your food accessible



# 2

## ● Make your food accessible

### Convenience continues to drive purchasing decisions

Today's consumers are time-strapped, tech-savvy and value-conscious. They are accustomed to using technology to simplify their lives and they want their dining solutions to be just as fast, flexible and convenient as the rest of their purchasing decisions. Making your food offer accessible on the consumers' terms has become even more crucial in the wake of the current pandemic. **Convenience is so important, in fact, that it was listed as a top dining-out concern by a full 82% of consumers surveyed in Mintel's Global Food and Drink Trends 2019 report.** And while convenience is something that has traditionally been associated with fast food, the skyrocketing popularity of fast casuals, mobile ordering and delivery make it clear that this is a trend no restaurant can afford to ignore.

### Almost anything can be done online

The digitalization we've seen growing at a steady pace over the years has now been boosted into hyper speed. Almost anything that can be done online is being done online to avoid meeting other people. Even when the crisis is over, many people will have found new ways of doing things – ways they might prefer even as we go forward.

One budding trend is to sell items, such as a signature sauce, that complement cooking at home. Another is for restaurants to provide prepared meals that can be finalized or heated at home, or individual deli-style items that would normally not be considered a restaurant meal. Offering a range of smaller meals, including coffee drinks and other "beverages as snacks," is another great way to attract diners on the go. According to Mintel Consumer Snacking UK (2019), 66% of adults admit to snacking at least once every day, while Grand View research predict the global healthy snacks market will grow at a CAGR of 5.2% until 2025. Healthy snacks meet the needs of consumers seeking both convenience and nutrition.



## **40% of customers prefer to order online and spend more when they order online or through an app.**

Then there's the tech-enabled solutions such as online ordering, mobile payments and point of sale (POS) systems that are now on fast track. According to Deloitte research, 40% of customers prefer to order online and they spend more when they order online or through an app. If a location lets customers use technology to place an order, they'll come back 6% more often and spend 20% more each time. Apps and online solutions also give the restaurant the opportunity to bring in new customers and increase sales by offering online deals and personalized offers. Statista estimates an annual growth rate for online ordering of 9.9% through 2023. These estimates are likely to increase further as a result of current global developments.



Advance orders mean more lead time, less food waste, better resource utilization and higher margins. Once in the restaurant, POS solutions let diners customize their orders and free up staff to increase service quality and speed, thereby improving the overall dining experience.

Another thing restaurants can do to boost convenience is to offer more flexible dining options. Traditional lunch and dinner hours don't always fit the schedules of next-generation diners, who may want to pop in for a quick breakfast in the afternoon or enjoy a leisurely late-night snack while typing away on their laptop. In fact, Mintel reports that one in ten consumers dine out just to work remotely. **By offering “meals without borders” through concepts such as all-day dining, cozy work/dine seating areas, ready-to-go meals and delivery options, restaurants can easily attract the new generation of flex workers.**

And of course, one of the best ways to offer customers convenience is through delivery, either through the restaurant's own service or through third-party takeaway options such as UberEats. According to Restaurant-BusinessOnline, 86% of consumers use off-premises dining services at least monthly. Though still a small portion of total foodservice sales, delivery's 7% annual growth rate over the last five years\*\* makes it clear that this is a trend no restaurant hoping to survive the future can ignore.

*\*\*Source: Global Food and Drink Trends 2019, Mintel*

## Customer story

Trivec customer Café Gazette has brought a unique concept in all-day dining to Gothenburg, Sweden. Inviting customers to “stay here, either just for a cup of coffee or for an entire day,” they stay open nonstop from morning to late-late night six days a week and serve brunch until 5pm on the weekends. The menu offers a range of options from light snacks to full meals, along with a full bar. And no need to find a dog-sitter when you get that craving for midnight pie – pets are welcome at the always-accommodating Café Gazette.

## Trivec products

Trivec has a wide range of products designed to make the customer experience more convenient and your business more efficient. Trivec mobile solutions, for instance, give restaurant owners a mobile version of the cash register, which means you can take orders and send them to the kitchen, process payments, split checks and print receipts all from the customer’s table. Trivec Buddy is a web-based solution that allows guests to use their own mobile phone to order and pay without downloading an app. It increases efficiency as you can serve customers with fewer staff members. The Buddy can also be used as a complement on a specific area, such as outdoor terrace, which eliminates the risk of dine and dashers. A flexible API makes it easy to integrate third-party systems such as UberEats. Trivec’s POS system is also integrated with Deliverect, enabling smooth, efficient handling of online orders from most third-party delivery services.

**3.**

**Use**

**available**

**innovations**

# 3

## ● Use available innovations

### **Digital services will continue to expand**

A customer walks into a restaurant and is immediately seated at their favorite table, which they booked online earlier in the day. The server greets the customer by name and suggests specials and pairings based on their previous order history and dietary restrictions, all of which appeared on her tablet through location awareness technology as she approached. As the order is input, it appears instantly on displays in the kitchen and bar, and meal prep begins before the server has even left the table.

Across the restaurant, a group of hurried guests looking for a quick snack are led to a separate seating area. They order their food, pay using their smartphones and are given a pager, which blinks when their food is ready to be picked up at the bar. As the line of customers coming into the restaurant begins to lengthen, a server walks down it with a smartphone, organizing seating, taking orders and inviting diners to browse the digital menus on touchscreens throughout the restaurant. At another counter, an UberEats driver is picking up an order that was placed and paid for via the restaurant's app.

**Customer spend increases by 20% and repeat business by 6% when customers can use technology to place an order.**



While 3D-printed food, augmented reality menus and artificially intelligent equipment are still years away for most restaurants, the above scenario is already daily life for many foodservice operators. Whether we like it or not, technology is here to stay, and the potential it offers to boost business can no longer be ignored. Deloitte reports that customer spend increases by 20% and repeat business by 6% when customers can use technology to place an order.

According to Restaurant Insider, in 2020, digital ordering and delivery have grown 300% faster than dine-in traffic since 2014.

## Technology is here to stay

One of the easiest ways to incorporate technology into a restaurant is through mobile POS systems, which use mobile devices like phones and tablets to act as a cash register. A popular solution among food trucks and concession stands for years, these systems are now starting to go mainstream in the foodservice industry. According to Reforming Retail, experts predict a 50% cloud POS adoption rate in all restaurant categories before the end of 2021. It is currently at 95% for food trucks, and 35% for full-service restaurants. In addition to facilitating the booking, order, payment and delivery processes, some systems also offer useful features like built-in accounting, staffing and inventory software.

According to Euromonitor, the role of human workers in the restaurant experience will go through a radical transformation over the next 20 years as robotics and automation technology begin to see widespread use. But that doesn't mean that staff will become obsolete. Instead, digital innovation will allow restaurants to focus more on design, menu planning and – above all – outstanding service. The operators that can use technology to cut margins while enhancing the customer experience will be the ones that thrive in the increasingly competitive food-service industry of the future.

## **Customer story**

One Trivec customer who seems to have caught on to all of the trends mentioned in this white paper is Pieplows Food Republic in Malmö, Sweden. With the motto “Smart Food, Smart Meetings, Smart Pickups,” they offer a range of healthy breakfast and lunch options that can be enjoyed in the café or in one of their three on-site conference rooms. And as part of their goal to become a zero-waste restaurant, they also offer takeout meals and snacks prepared with leftover food from all of Pieplows restaurants, all ready to go in eco-friendly packaging. To serve their customers quickly and keep track of everything that goes on in their restaurants, Pieplows uses the Trivec POS and HQ systems.

## **Trivec products**

Trivec has everything you need to digitize your business, from apps to help your customers find you and order, to mobile POS systems, kitchen displays, paggers, beverage dispensing systems, a range of payment options and much more, along with a large ecosystem of integration partners. And all of this can be displayed in our web service My Trivec. Just log on to the My Trivec dashboard and see your sales numbers in real time, compare different locations and extract reports. Add-on services such as finance, inventory, staffing and more give you an even more complete overview of how your restaurant is doing and help you be more profitable.



**4.**

**Bridge the  
generation  
gap**

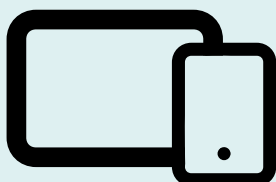
# 4

## ● Bridge the generation gap

### **The restaurant industry must adapt to Millennials and Gen Z**

Millennials and Generation Z, that is, people currently under 35 years old, represent six out of ten people on the planet. Understanding who they are and how they differ from previous generations is absolutely essential to any restaurant that wants to survive the coming decades. Here are some of the things you need to know.

The younger generations are hyperconnected and see technology not just as a means to simplify their lives, but as an integral part of their existence. Not only will they use technology to find a restaurant online, they will also expect to be able to place their order via an app or POS system, arrange delivery through a third-party provider, and pay using their phone. The restaurant they choose will also have a strong social media presence, and they will likely contribute to that presence by rating or uploading pictures and descriptions of their own dining experiences. Considering the huge potential a social media “halo” offers to boost spend among younger consumers, this is something every restaurant looking to increase margins should take note of. Because this generation is also extremely value conscious. In fact, Technomic’s 2019 Value and Pricing Report found that 42% of customers can more easily justify spending money on eating out if a meal is low-cost. >



**The younger generations are hyperconnected**



Millennials and Gen Z are healthier, more environmentally conscious and more socially aware than previous generations – or at least they want their purchases to portray that image. In its Foodservice 2025 report, **The Hale Group finds that Millennials want “food with a story and a benefit.”** That is, food that is not only good for the environment and other people –and can prove that – but is also good for their bodies. Natural ingredients, less meat and, most of all, non-alcoholic beverage alternatives are key to bringing in younger consumers, who drink significantly less than previous generations. Sophisticated mocktails, naturally brewed tea, flavored water and craft sodas have become menu essentials, with one of the biggest new trends being “adult soft drinks” – nonalcoholic, often sugarless drinks with surprising and unique flavors like spicy ginger or cayenne pepper.

**Under thirty-fives find classic table-service restaurants to be outdated and a bit boring, according to Foodservice’s Europe 2018 survey.** They want flexible options, with on-the-go, to-go and delivery primary among them. Several experts have expressed that the move towards delivery services will be sped up dramatically due to the COVID-19 pandemic.



In cities around the globe we already see more and more of so-called “ghost kitchens,” where the digital front is key and the establishment teams up with different delivery services. Ghost kitchens can drastically cut their operating costs by having fewer employees and less square footage. They can streamline operations, innovate and focus on creating quality menu items. Similar solutions include the shared kitchen with several smaller operators in the same space, and the virtual kitchen, where a restaurateur launches an entirely new concept out of an existing space.

When Millennials do dine out, they look for things like social responsibility, community involvement and, above all, authenticity, being far more likely to choose small, niche restaurants over legacy brands. And more than a third choose a restaurant for its “cool/hip” setting, according to Datassential research. The restaurant that can meet these needs for wellness, technology and atmosphere will be the one that secures the loyalty of younger clientele – and keeps it far into the future.

## Millennials look for authenticity

### **Customer story**

The Aveny family in Gothenburg, Sweden consists of 13 restaurants with a wide range of themes and offerings – everything from a taco and tequila bar to an all-night Asian-inspired bistro with live music to a “lounge” night club with an open-air terrace – and all with strong social media presences. All of Aveny’s restaurants are KRAV-certified and run exclusively on wind power and solar energy, with only biogas used in the kitchen. The family also boasts an all-electric vehicle fleet and an all-eco wine list, and the group’s 180 m<sup>2</sup> rooftop garden supplies their restaurants with organic produce. Aveny uses the Trivec POS system with an HQ connection. This platform allows larger businesses with multiple locations like Aveny to run all restaurants from a central hub and decide what can be done locally in the restaurant and what should be done centrally, such as menus, prices, special items, discounts, etc. The HQ platform also allows owners or managers to allocate authorization rights to staff to control what they can view and do in the POS system.

# 5. Make yourself stand out

# 5

## ● Make yourself stand out

### Unique, personalized experiences and innovative food

Tomorrow's consumers will better understand their own personal dietary needs thanks to widespread access to different physical tests, collection of data and analysis. Companies that are able to help people act on their data and to offer custom food and drink will have a definite competitive advantage.

Whether through innovative food, unique themes or DIY options, it is clear that personalization and engagement is the way forward. **In *The Restaurant of the Future*, Deloitte reports that 70% of consumers look for apps that deliver personalized offers and convey the sense that a restaurant "knows them," and 40% of customers want to hear from a restaurant once a month or more.** Secret menus, fast-track tickets to skip lines, backstage kitchen passes, customer feedback surveys and social media promotions are all ways restaurants can let their loyal customers know they are listening to them and value their business and input.

In a world increasingly dominated by digital screens, foodservice is one of the few industries left that can offer unique and memorable real-world experiences. And that is exactly what today's consumers are looking for in their restaurants. Outstanding staff, innovative food and concepts, DIY options, and a balance between personalized service and technology will be the things that make or break restaurants in the future.



### Things that will make or break restaurants in the future



Outstanding staff

Innovative food and concept

DIY options

Balance between personalized service and technology



A recent survey by Datassential reports that more than a third of consumers choose restaurants based on “new and interesting foods.” And while exotic spices and creative dishes continue to drive sales, especially among younger diners, innovative food just isn’t enough anymore. Restaurants today are much more than a place where people eat. Enter the age of restaurantainment – restaurants with entertainment venues and concepts that promote a certain theme or lifestyle. A café geared at gamers, a nightclub that is only open during the day, and a secret-agent-themed restaurant where you have to have a password to get in are all examples of ways foodservice operators today are catering to consumer demand for unique and customized experiences.

If a themed restaurant isn’t your cup of tea, another way to give customers a unique experience is by letting them direct their own show. **In Trends Shaping Foodservice Through 2020, Technomic reports that 72% of consumers expect DIY options at restaurants.** Build-your-own pizzas, pick-your-own spices or vegetables, and touchscreen tablets allowing customers to customize their own orders are all ways restaurants can make diners feel as though they are part of the creative process. Another emerging DIY trend is self-serve beer and wine bars, where innovative tap counter systems allow customers to pour and customize their own drinks. This not only virtually eliminates spill and “freebies,” it also gives bartenders and servers time to mix more creative cocktails and provide better service.

## Customer story

Far more than just a restaurant, TAKO is an experience. Sake-tasting in a cozy wine cellar, a private event in your own waterfall-enveloped sushi bar or a late-night dinner in an exclusive nightclub are just some of the adventures offered by this Stockholm-based restaurant. To fully personalize every visit, guests can also opt to rent all or parts of the restaurant in a “friendly takeover,” or bring a piece of TAKO home with them – everything from takeaway tempura to their very own personal sushi chef. TAKO uses the **tailored app solution Trivec offers in collaboration with Maîtres**. With this app, customers can find, book, pay, tip and rate restaurants – all from the comfort of their own phone.

## Trivec products

Trivec offers a number of beverage systems, including automatic beer and wine dispensing systems that enable restaurants to reduce spillage and theft and keep track of sales. Some of our customers, like JO&JOE in southwest France, are taking advantage of the endless potential applications of the Trivec systems, using them to offer a pager system for food pick up as well as self-serve beer and wine bars. Customers are given cards or tags and allowed to pour their own drinks, while a sensor on the tap keeps track of amounts poured for easy checkout at the end of the visit. In high season, such as during nearby world surfing competition Quiksilver Pro, JO&JOE can accommodate 300 to 500 people in one day. In the event of a problem with their cash register or pagers, they rely on Trivec’s 24/7 technical support.





**trivec**

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