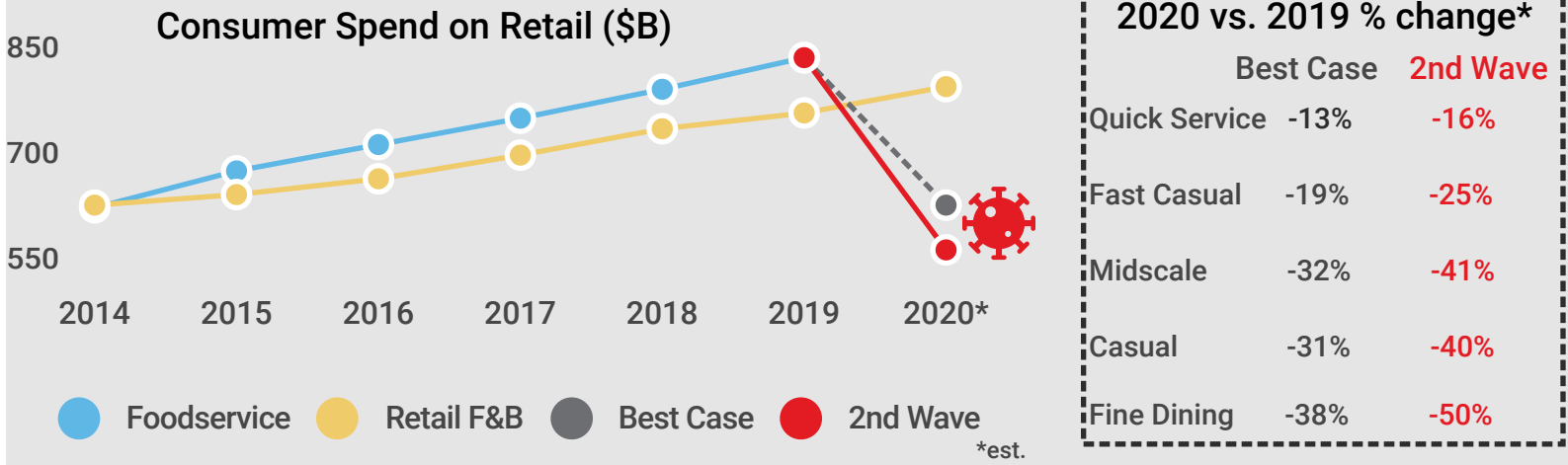


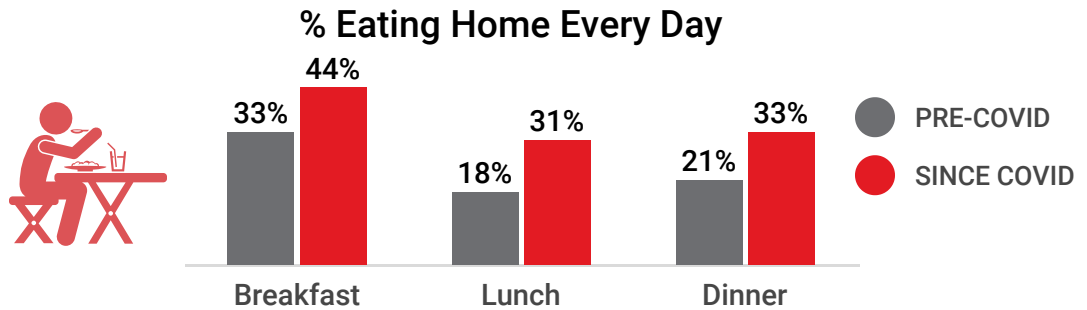
Research conducted July/August 2020

Foodservice Has Been Hit Hard by the COVID-19 Pandemic



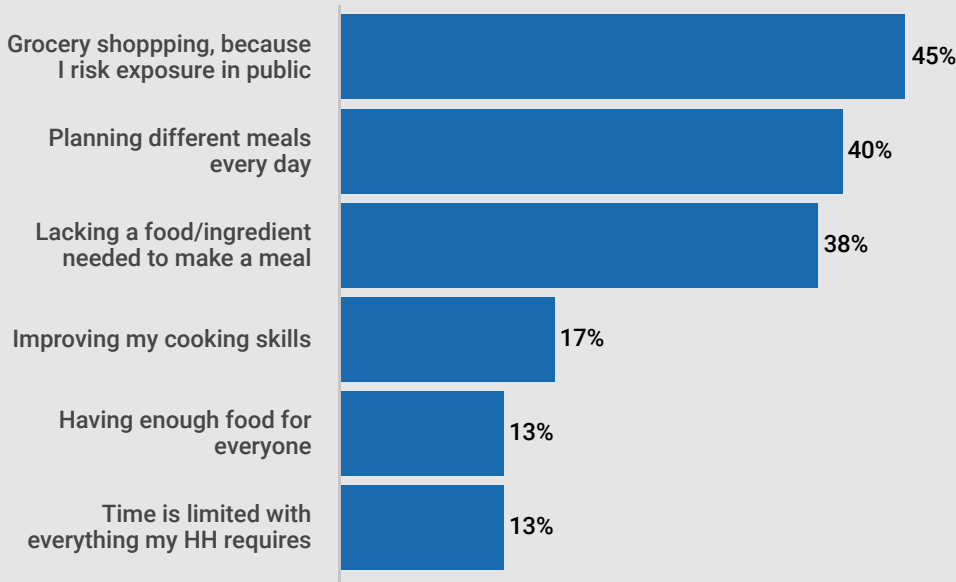
Shoppers Are Eating at Home Far More Often Than in the Past

55%
of shoppers are eating at home more often since the pandemic began



Eating at Home More Has Had Its Share of Challenges

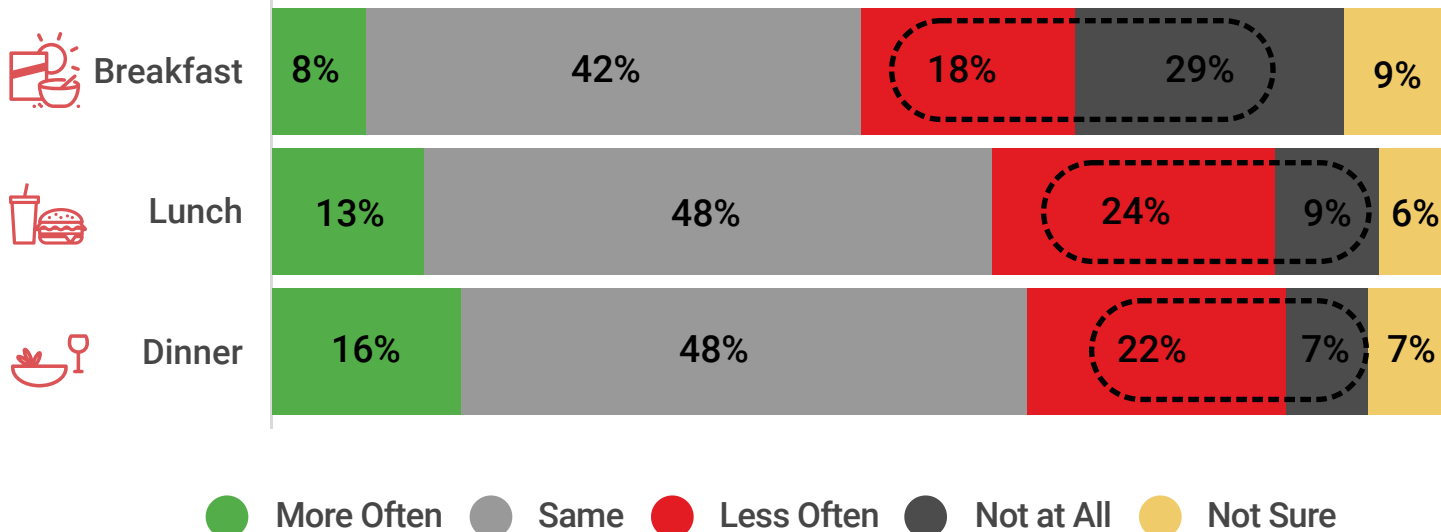
Biggest Challenges When Meal Planning



25%
sick of having to cook more

However, 35% found a new passion for cooking during the pandemic

Post-COVID, Many Diners Anticipate Eating Out Less or Not at All



Why Less or Not at All?

#1

Concerned about effects of COVID



#2

To save money



Manufacturer Opportunities in the New Normal

Consumer-Centric View

- Understand the post-COVID diner journey
- Take advantage of increased food at home
- Shift with meal dayparts and occasions
- Offer price/value in recessionary market
- Provide solutions and inspiration

Partnerships

- Extend foodservice brands and chef-forward ideas into retail
- Collaborate on food/packaging to lessen waste
- Connect with new and unique industries (i.e., medical community)

Technology

- Accelerate with B2B commerce
- Leverage digital asset management for real-time images, content and processes
- Execute relevant digital messaging
- Drive toward labor-saving solutions

Packaging

- Focus on efficacy of packaging by food type (delivering a dining-in quality food experience)
- Be creative with presentation of food for both takeout and delivery
- Stay mindful of long-term sustainability goals

SOURCE: Acosta Custom Shopper Survey July 8-15, 2020, Foodservice sales and projections = Kantar, Technomic Wallchart, Datassential Forecasting Tool; Cooking attitudes (new passion, sick of cooking) = Datassential May 2020

