

TOGETHER LET'S UNDERSTAND THE NEW

EATING OUT MINDSET



TOGETHER WE CAN GET

Back in the Game



FOODSERVICE
SOLUTIONS



Our world is transforming at an unprecedented rate. The coronavirus pandemic is the biggest global driver of change many have ever experienced, resulting in the sped-up evolution of consumer attitudes.

We all know a different world will emerge from this situation and that the way we work, live and play won't ever be quite the same. But as we rely more on digital connectivity to survive, our basic desire for human connection will prevail and shape our future.

WGSN, the consumer foresight research agency, has highlighted four consumer sentiments set to impact mindsets going forward into 2022. Coupled with brand new CGA research around how consumers are feeling right now, we can help operators navigate the implications on their businesses.



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All research representative of consumer opinion at time of publishing May 2020

1. Desynchronised Society

We all know that during uncertain times, societies crave a stable routine, which is exactly the opposite to our experience now and possibly in the future.

Convenience tech (24-hour food delivery, same-day shipping) and productivity (global workforces, flexible offices) have resulted in people doing things at different times. People still work as much (or more), but the 9-5 has shifted. People still read or watch the news but at different times. Gradually, this can break down connections and fragment communities with fewer shared daily interactions.





WE'RE OPEN

**BREAKFASTS 2GO
PRE-ORDERS &
SUBSCRIPTIONS**

**24% of
consumers will
eat out more
often than before
as they miss
socialising**

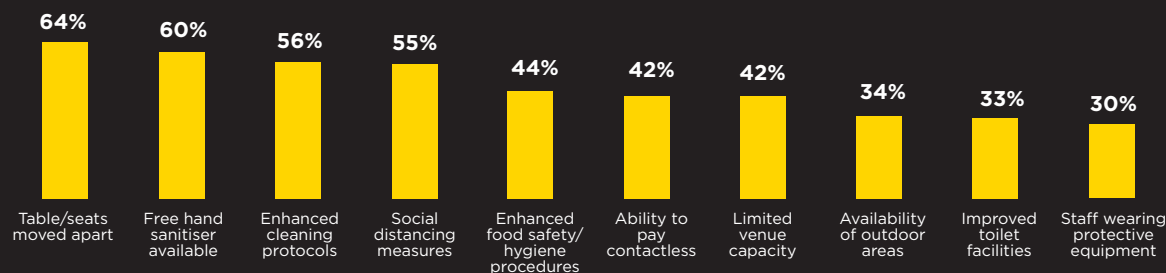
But what does that mean for the restaurant sector?

Our role in bringing people together has never been more essential than right now, whether that is in providing delivery food for families to come together over or looking to open eating on-premise in a responsible capacity in the future. Our role as facilitator of human connection is undeniable.

The behaviours that people miss most when it comes to restaurant lockdown are connected to socialising with 32% missing spending time with friends whilst being asked to stay at home.³ Over time, consumers will return to their old habits. However, safety will remain the biggest concern for some time and businesses will need to review their operations to increase confidence levels.

Many more consumers would be comfortable to return if added precautions were implemented, such as social distancing

You have said that you would be cautious resuming your normal visits to pub, bars or restaurants or would like to be added precautions in place. Which, if any, of the following would make you feel more comfortable visiting these places?



BrandTrack April 2020 - COVID-19

41% of Brits agree that social distancing should be kept in place,³ especially when it comes to eating out of home. BUT more than half of Brits have said they will return to eating out once the pandemic subsides with 24% even admitting they would eat out more often than before.³

For pubs, bars and restaurants this will inevitably mean longer trading periods to avoid bottlenecks and catering across even more dayparts. Operators may need to explore using high quality convenience products to help deliver meals with social distancing measures in place. Pre-ordering systems and potentially some subscription or membership models will become more widespread. These new ways of operating can be beneficial in terms of resource planning and customer loyalty for you, as well as allowing you to deliver a frictionless customer experience.



2. FEAR

Driven by emotional contagion or what is known as the “Fear Flood”, this is a behaviour trait that sees people mimic the feelings of those around them. Thanks to our daily news feeds in this rapid digital age we quickly transmit these feelings on a global scale generating ‘high-arousal’ emotions such as awe, anger and fear. These sentiments are broadly around two areas: environmental and financial uncertainty.

**Half of consumers
are willing to
pay a premium
for products
with high quality
assurances**



But what does that mean for the restaurant sector?

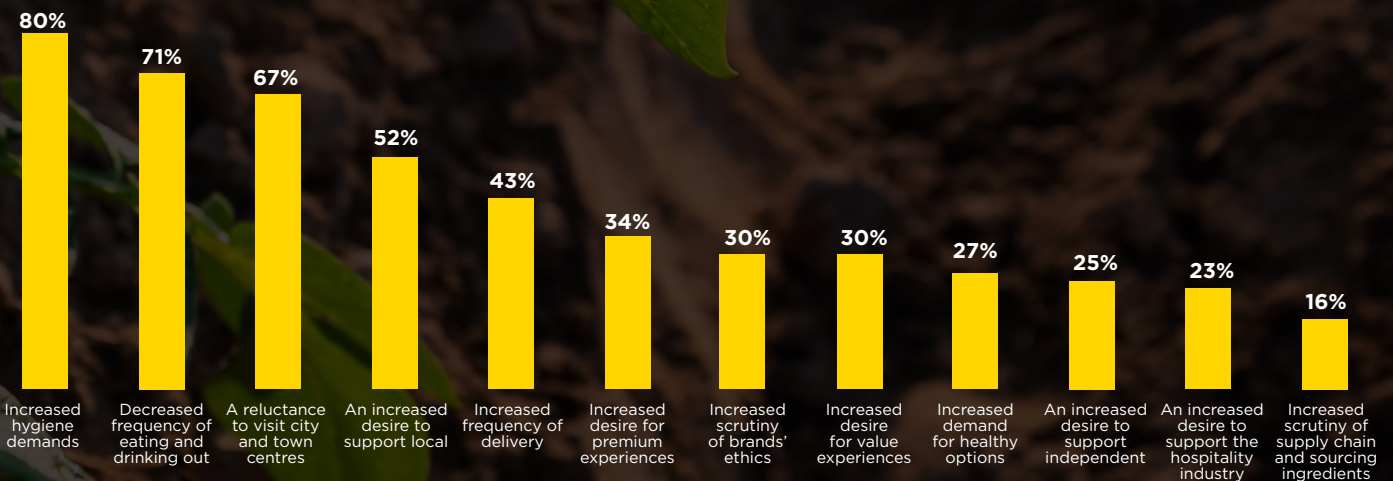
Consumers are showing preferences towards things that reflect a sense of safety and trust.¹ Consumers will be seeking assurance that the food they consume is of the highest quality, locally sourced and traceable. Half of consumers are willing to pay a premium for these assurances.¹

When buying British and local products not only do they have a reputation for being higher-quality; but also have an impact on sustainability, with reports showing customers favouring sustainable outlets that reduce food miles and their carbon footprint. The range of McCain chips and fries can help you deliver against this consumer desire for British produce and a reduction of food miles.

The sentiment of fear will mean consumers expect transparency when it comes to knowing where their food comes from, who produced it and where. Over half of consumers have admitted that trust in an outlet will be very important when choosing where to eat once lockdown measures are lifted.²

Some trends as a result of COVID-19 could lead to long term behavioural shifts

Which of the following long-term changes in consumer behaviour do you expect post-lockdown?



A photograph of two chefs in a professional kitchen. The chef on the left is a Black man wearing a black toque and a white towel over his shoulder, smiling as he looks at the other chef. The chef on the right is a man with a beard, wearing a white shirt and a black apron, pointing towards the food on the counter. They are both focused on their work. In the foreground, there are several white bowls containing different types of food, including what looks like soup or sauce. The background shows the kitchen's infrastructure, including a stainless steel range hood and various kitchen equipment.

3. RADICAL OPTIMISM

In a world of dismal headlines and anti-social social feeds, the world could appear to have little hope. By 2022 WGSN predicts radical optimism to cut through the negative and result in immense feelings of joy and pleasure. It is believed consumers will insist on consuming information that is true in these extraordinary circumstances, rather than information that sells. They will create their own more positive outlook rather than being overwhelmed by the catastrophism.



But what does that mean for the restaurant sector?

Be positive in your actions. Gain trust by making constructive decisions that will showcase your transparency and commitment to quality. Your actions now will have an exponential effect on your future.

70%

of consumers say they would be more likely to visit chains who have offered their services during the COVID-19 crisis

75%

of consumers would be more willing to purchase a product from a brand who behaved ethically during the COVID-19

75%

of consumers would be less likely to visit chains who have handled the COVID-19 outbreak poorly

CGA Brandtrack April 2020

Where you can, support British industry and buy British produce to gain the backing of consumers. Help support any employees that may need guidance through these difficult times. The **Burn Chef Project** can help you or your team access services.

When asked about the products purchased when eating and drinking out of home, quality formed the highest rank, closely followed with British (34%)² as a key player associated with trust. Consumer decision making will be shifting as we will see more visitors paying close attention to British credentials on where they choose to dine. One in three consumers will be making decisions on where to eat based on their policy of sourcing British Products.²

34%
state that serving British produce was highly associated with trust of an establishment

A silhouette of a person in a dynamic, athletic pose, possibly a dancer or martial artist, stands against a vibrant sunset sky. The person's right arm is extended forward, and their left hand rests on their hip. The background is a warm, golden-orange sky with soft clouds, and a dark, silhouetted landmass is visible on the horizon to the left.

4. Resilience

The uncertainty and speed of change has seen an increase in the need for us to adapt, resist, absorb and recover to stressful and adverse conditions. “Resilience” has become a global buzzword with schools offering resilience workshops to a growing number of apps to boost coping skills, meaning you can become a happier person. A multitude of academic studies have found that people who embrace negative emotions have been shown to have better negotiation and decision-making skills, more stable marriages, lower risk of heart attack, longer lives overall and even more wealth!



But what does that mean for the restaurant sector?

Those that can show resilience will prosper. Even if this means getting back in the game with support and advice from others, it's learning to manage adversity and making the best of a catastrophic situation. It's about showing your customers how your business has flexed with the various stages of lockdown and being open and honest about your road map for reopening and getting back to serving the food your customers love. These extraordinary times will also require resilient products that fit around changing consumer demands. Look for specialist products specifically designed for delivery such as McCain SureCrisp fries with a unique coating that ensures crispness even in a delivery bag.

McCain Foodservice Solutions has commissioned a **range of practical insight documents with industry experts** to help you navigate your path to re-opening, along with great financial deals that will really help you get back in the game. Follow us on **Instagram** to access the latest support.

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Back in The Game



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SOLUTIONS





Why McCain?

We believe that good ethics is good business. These principles guide who we are, what we do, and how we achieve it.

The result? Consistently good food, simply made.

We're committed to quality from the very start of the supply chain.

McCain has been operating in the UK for over 50 years and has invested over £100 million into the renewal of the Scarborough site. We work together with growers – some of whom have supplied McCain for three generations. We are the largest purchaser of British potatoes, priding ourselves on our strong relationship with UK agriculture.

Alongside our suppliers,
we're also a leading
supporter of the Red
Tractor Assurance Scheme.
Find out more about our
close relationship with
growers on our
[Meet the Farmers page.](#)

McCain is committed to 'giving back' to communities. We actively support local schools and careers events and we recently committed 1.4 million meals to FareShare, the UK's largest food redistribution charity.



Our Range

PROUDLY SUPPORTING BRITISH FARMERS



Surecrisp Traditional Thick Cut 4 X 2.27kg
Surecrisp Gourmet Chunky Cut 4 X 2.27kg
Surecrisp Skin On Thin Fries 4 X 2.27kg
Surecrisp Skin Off Thin Fries 4 X 2.27kg
Surecrisp Skin On Julienne 4 X 2.27kg
Surecrisp Skin On Medium Chips 4 X 2.27kg



Our Menu Signatures Gastro Chunky Chips 4 X 2.27kg
Our Menu Signatures Skin On Julienne Fries 4 X 2.27kg
Our Menu Signatures Rustic Skin On Chips 4 X 2.27kg
Our Menu Signatures Rustic Skin On Chips 4 X 2.5kg



Our Original Choice Saute Potatoes 6 X 2.27kg
Our Original Choice Chippy Chips 4 X 2.27kg
Our Original Choice Medium Cut Chips 4 X 2.27kg
Our Original Choice Thin Cut Chips 4 X 2.27kg
Our Original Choice Thick Cut Chips 4 X 2.27kg
Our Original Choice Steak Cut Chips 4 X 2.27kg



Our Chef Solutions Quick Cook Delights Thick Cut 6 X 2.49kg
Our Chef Solutions Quick Cook Delights Medium Chips 6 X 2.49kg
Our Chef Solutions Oven Chips 6 X 2.5kg
Our Chef Solutions Jacket Potatoes 3 x 1.7kg

**[For a full range of products covering
all dayparts and snacks click here](#)**



LinkedIn @McCain Foodservice (GB) **Instagram** @mccainfoodserviceuk
W: mccainfoodservice.co.uk **Twitter** @McCainFoods_B2B

For more advice and support contact your local McCain representative

Sources: 1. WGSN Coronavirus Global Change Accelerators, April 2020 • 2. CGA Consumer analysis, April 2020 • 3. NPD Group Foodservice Sentiment Study Europe 31st March 2020
• 4. <https://www.theguardian.com/world/2020/may/01/chinas-dining-table-revolution-takes-aim-at-shared-chopsticks> • 5. Propel News Briefing, 6th May 2020