

A woman with a large, voluminous afro hairstyle is the central figure. She is wearing a bright blue, shaggy fur coat over a white t-shirt. She is smiling and looking upwards and to the right while eating a burger. Her hands are visible, holding the burger. To her left, the profile of a man's face is partially visible, also eating. The background shows a city street with multi-story buildings and a truck, suggesting an urban environment.

TOGETHER LET'S SERVE UP SOME

# Happiness

TOGETHER WE CAN GET

# Back in the Game



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*As the sector starts to re-open, now is the time to reassure customers not only of your commitment to creating a safe environment, but also of your commitment to using high-quality ingredients.*



Delighting customers when they do venture out will help secure your place on their 'go to' list, which will no doubt be under much more scrutiny than ever before.

The good news is, **three quarters (73%) say they will dine out within days or weeks of the sector re-opening**, according to a poll by Yumpingo<sup>1</sup>. It's our aim to help you understand the role of quality in helping to serve up a hearty portion of happiness.

McCain has teamed up with global research agency 'The Happiness Index' whose scientists use real-time data, neuroscience and AI machine learning to measure happiness on behalf of some of the world's leading brands. We asked them to uncover what truly makes diners happy when eating out, to better understand how trust can be rebuilt in the new world we find ourselves in.

Commissioned insight from CGA also reveals how consumers will place increasing scrutiny over the pubs, bars and restaurants they choose to visit, and their menus. We found out how the positive power of Britishness evokes a sense of trust for consumers when choosing to dine out.



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1. Big Hospitality 3rd June 2020 - 'Customers have an appetite to return to restaurants poll'



# CRISPY CHIP CRAVINGS

Crispy fries have been truly missed during lockdown. Comfort and indulgent food will be high on consumers agenda once lockdown is over. They have been craving meals that they can't cook themselves at home without the luxury of a fryer in their kitchens. The classics such as steak and chips or burger and chips can be easily made at home, but admittedly are not the same as freshly cooked at your favourite restaurant. While lots of well-known brands like Wagamamas and Nandos have released their coveted recipes for people to create their menu favourites at home, consumers have not been blown away by the results and are craving the real deal. Visiting their favourite restaurants and savouring their favourite meals is desirable with 41% of consumers\* looking forward to visiting their favourite restaurants. Over a third of consumers are looking forward to meeting their friends and family at restaurants.<sup>1</sup>

Source: 1 CGA Covid weekly survey 18/03/20 and Food Navigator 2020, C2020; Innova, 2020; The Grocer, 2020, Consumer Insight and Strategy WGSN, NPD Group.



## PERFECT CHIP MODEL

### QUALITY OF THE CHIPS/FRIES

The humble chip is the first food encounter a diner has with a pub, bar or restaurant with 31% admitting it's always the first thing they try when they receive their meal<sup>2</sup>.

We decided to build a model to deconstruct what the factors are in the perfect chip in making diners happy.

TASTE generates the most happiness for diners when they take the first bite of the often-stolen chip! This is followed closely by CRISPNESS and FLUFFINESS, which generate high levels of emotion when it came to the chip experience. In essence, get the taste, crispness, fluffiness and heat right when serving a perfectly portioned side of chips and you're 80% of the way to total chip perfection.

Here at McCain we only use the best-quality potatoes that deliver consistent all-year-round flavour. Our Surecrisp™ range stays crispier and warmer than uncoated fries on plate and stays crispier for longer than the nearest coated branded competitor<sup>3</sup>. In tests consumers agree McCain SureCrisp™ is crispier and more enjoyable on plate when compared to an uncoated fry.<sup>4</sup>



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2. McCain Happiness Index Report, 1,000 consumers Jan 2020

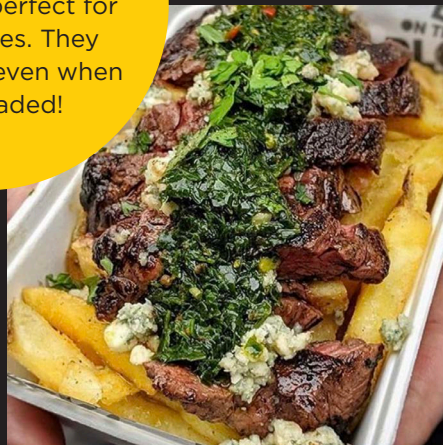
3. Sensory testing for crispness, Sensory Dimensions – August 2018

4. Consumer preference testing, Blue Yonder – April 2019. Products tested was McCain 3/8 cut. Outcome may vary depending on climate



### McCain SureCrisp™

game changing clear  
coat fry is perfect for  
topped fries. They  
stay crispy even when  
fully loaded!



# Topped chip INSPIRATION

PILED WITH FLAVOUR THAT WILL  
DELIGHT YOUR CUSTOMERS

Click the photo to discover more

# Consumer confidence

**Building confidence in your consumers is more important than ever before. The good news is that visiting pubs, restaurants and bars is high on the to-do list for people once able to do so. The British public are missing out on their favourite fresh-cooked meals and socialising with their friends with a cold pint.**

In order to build that confidence, operators must look to communicate the safety measures they're taking and prove to guests that they are adhering to them. The safety and wellness of everyone who interacts with an outlet is paramount.

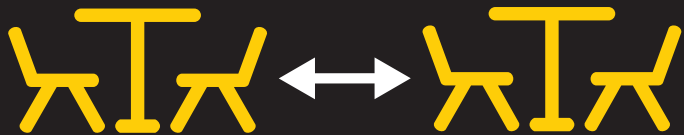
Guests are aware that pubs and restaurants have to follow strict health and safety guidelines, but it's never a bad idea to reiterate what is being done back of house and how you are operating cleanliness procedures behind what consumers can see.

**Confidence building will go a long way for guests when choosing where to eat and will secure your place on their 'go to' list.**



According to the CGA Brand Track who interviewed 5,000 British consumers, these were the top five messages that consumers want to hear<sup>5</sup>.

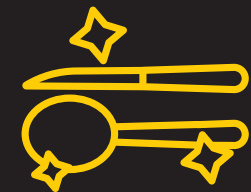
1. Tables/seating moved further apart (64%)



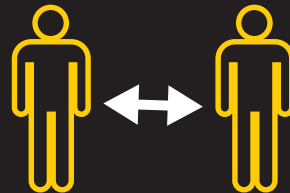
2. Free hand sanitiser available (60%)



3. Enhanced cleaning protocols (56%)



4. Social distancing measures (55%)



5. Enhanced food safety and hygiene procedures (44%)

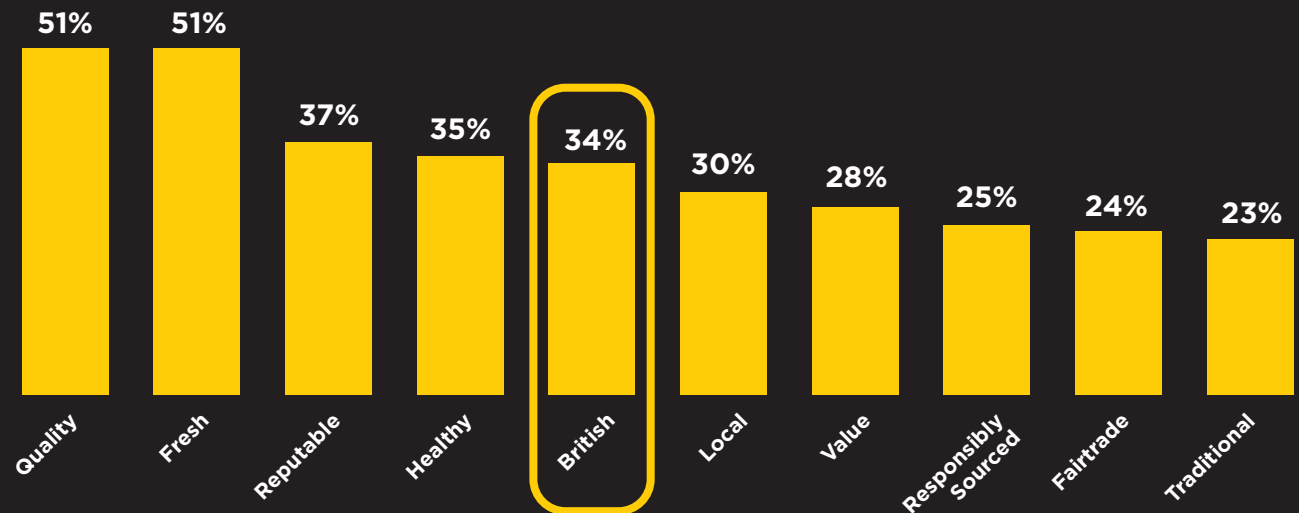
We know that not all consumers are the same and factors such as age, family and interests all affect consumers' concerns and needs. If operators want to rebuild trust and get guests back through the doors, shouting loud and proud about the measures you're taking will certainly aid that.

# Positive POWER OF BRITISHNESS

Post lockdown, the consumer will have greater expectations for the venues they visit to offer British-grown produce. **Over half of people (61%) said they are more interested to know where the food and produce comes from** and they want to be well informed when returning to the market.<sup>6</sup>



We know Britishness evokes a sense of trust in consumers from the latest CGA research, and having British products on menus will ensure more frequent and lucrative visitors returning to the market they love. Consumers will look to brands that make them feel safe, and they will support local businesses that highlight food safety accreditations such as Red Tractor.



It's no surprise that great food quality is the most important happiness indicator in the mind of the consumer. However, when asked to think about the products purchased when eating out, 34% described British as a key association with trust perception. Consumers will be taking a more meaningful perspective on food consumption going forward, so it's really important to promote the use of British produce on menus.

# How can McCain Help?

**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.

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.



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 or  
**[click here to download the documents.](#)**



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