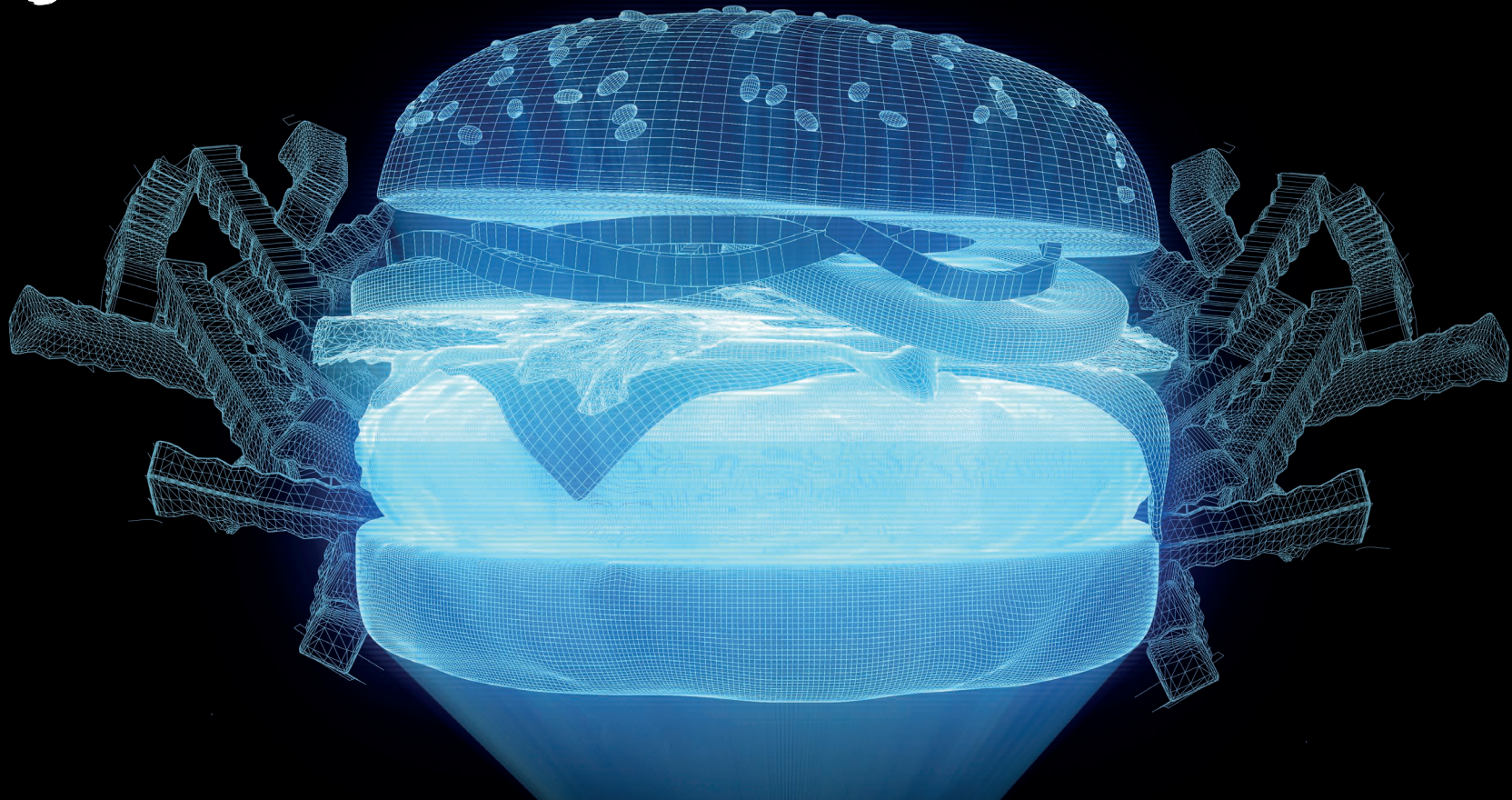


TOGETHER LET'S

Look to The Future



TOGETHER LET'S GET

Back in The Game



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We all know a new eating out landscape will be carved out from the effects of the global pandemic, but what will it look like?

We can see what the blueprints of today mean for operators re-opening, but what are the longer-term implications on the way restaurants plan, prepare and entertain guests in the future?



FUTURE FOOD TRENDS

As we emerge from the pandemic into an uncertain world, it will be important to examine the trends of the future out of home market and hone in on areas of opportunity. We outline 6 key areas here:



IMMUNITY SUPPORT

Coronavirus has put healthy concerns front and centre, consumers seek wellness and immunity support in food products to boost microbiome health. From superfood tea powders added to café lattes to shot infused flavours such as honey and turmeric. Expect to see the rise of wellbeing focused menus with options easy to integrate into daily routines.



MULTI-SENSORY FOODS

Look to stimulate the sense with multi-textured foods that elevate the eating experience. Whipped dalgona coffee became viral during the coronavirus pandemic which has already spawned versions in coffee houses. Introducing new textures for mouth feel with chewy skin and creamy fillings. Experiential eating will gain prominence as consumers dine out on sensory products.



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UNCONVENTIONAL SUBSTITUTES

Classic ingredients will suffer from price rises and shortages. Consumers are ready to adapt to new solutions following the success of dairy and meat substitutes such as oat milk and pea proteins. Texture is key with nut paste that adds creaminess without dairy and meat substitutes that have satisfying bite.

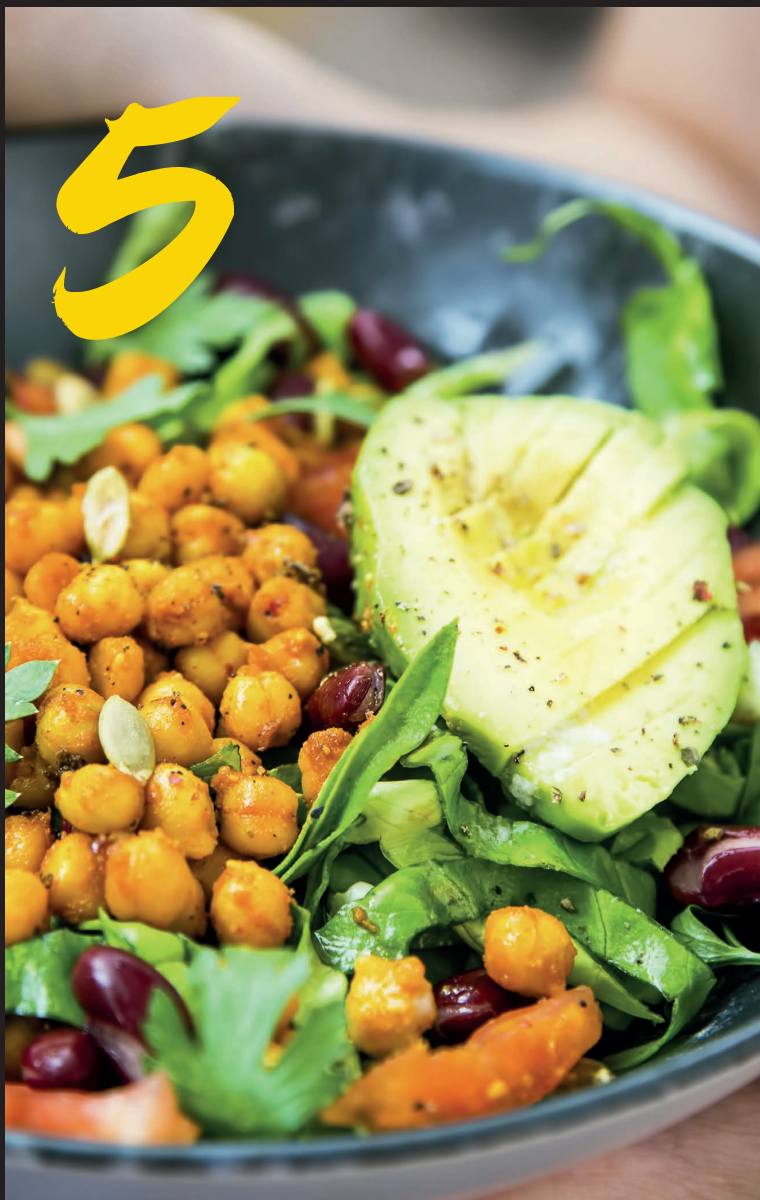


FRESH VS FROZEN

As great as fresh food is, you're always against the clock to use it. Frozen food can reduce food waste by an astonishing six times according to the British Food Journal. With less room in outlets and a reduction of capacity in site, frozen food is the considered choice. Frozen food is picked when ripe and then frozen which locks in all that nutrition. Pre maid options like this reduce waste, prep time and mess.



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ALTERNATIVE PROTEINS

Plant-based eating will continue to evolve as consumers look to exclude problematic ingredients from their diets such as wheat and soy. They will seek meat alternatives made from pea and rice proteins. Less meat, not meatless meals are considered with combinations of meat proteins and mixed vegetables.



THE WORLD ON A PLATE

With travel restrictions still at high, consumers will look to indulge in worldly pleasures at the convenience of their local restaurant or pub. The desire for different cuisines is high with consumers looking to feast on global flavours in the comfort of their local town.

The New NORMAL FOR DINING OUT

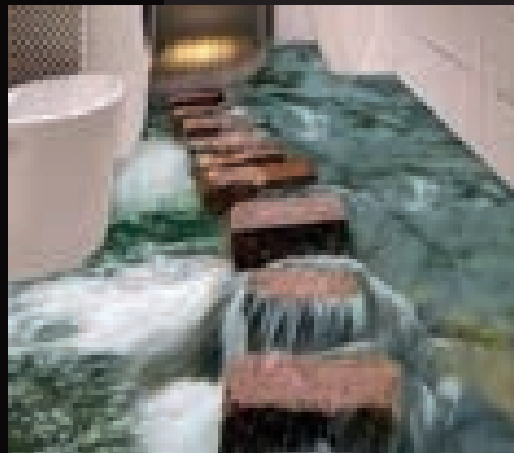
SOCIAL SIGNAGE BECOMES ART

With social distancing now a common practice, kitchen and dining area signage will become common place décor. Currently this is instructional and fairly makeshift. As the practice incorporates itself into everyday consciousness, watch out for the evolution of signage into everyday design.



PARIS EXAMPLE

Paris has introduced a system of waves to help pedestrians navigate safely through the streets. The colourful, friendly signs remind Parisians, in a poetry-like way, to respect the distancing rules that should be implemented, without causing anxiety or fear. The waves represent Paris' resilient motto 'fluctuat nec mergitur' – 'beaten by the waves, but not sunk'.



We could see restaurants take the new canvas of the floor to a whole new level with immersive art used to help customers remain relaxed but aware of their social space.



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THE DIVIDED DINNER

More permanent and better-designed 'dining pods' will allow guests to come together with the food they love while avoiding contact and ensuring safety. The options range from the makeshift screens we have seen recently like in this photo...



...to a more sophisticated setup that helps operators achieve a better experience.



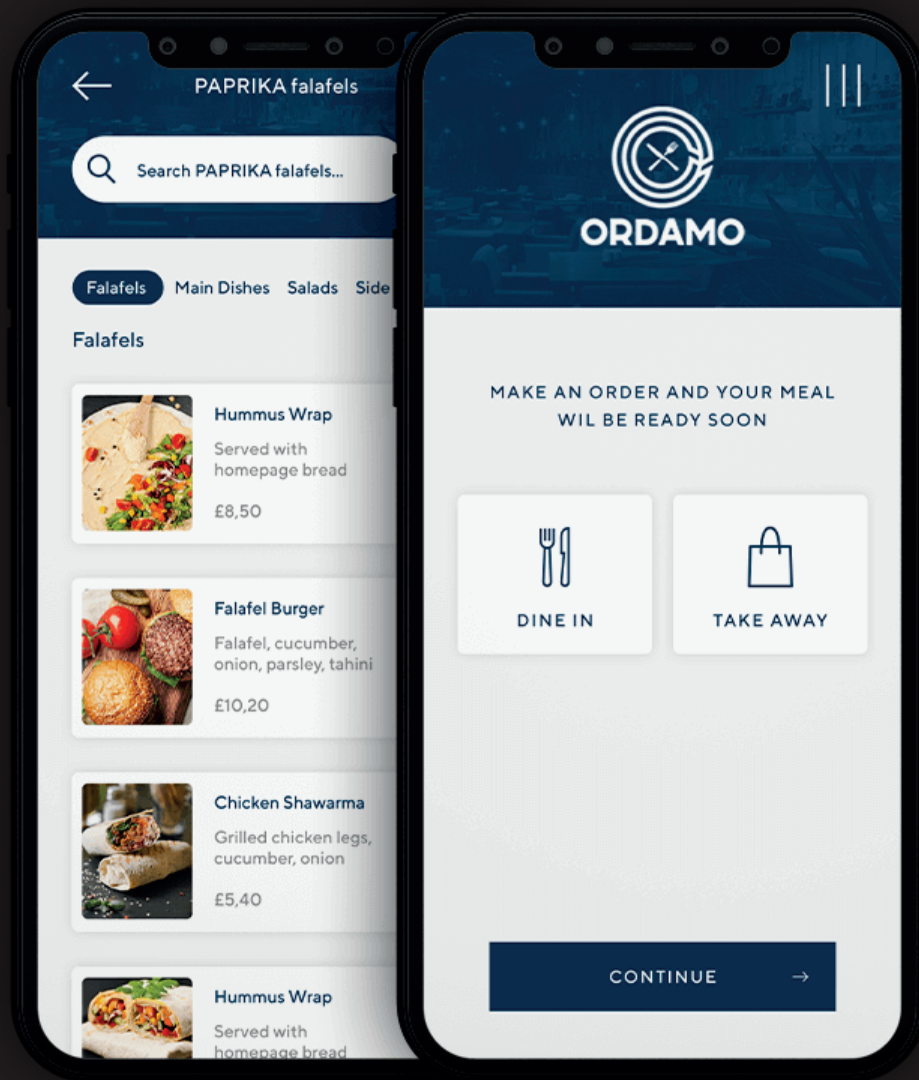
French designer Christophe Gernigon has invented the device 'Plex'Eat', a transparent cylinder made of plastic that hangs from the ceiling much like a lampshade. A scoop cut at the back allows guests to sit and stand up without having to bend over to get into the device. This invention aims to help consumers have a full dining out experience without the need for face masks, which you are unable to eat with.

DINING PODS

As necessity drives the power of invention, we will see restaurants experiment with new ways to have people safely dining out again. A restaurant in Amsterdam called Mediamatic has found an innovative and adorable solution installing small greenhouses along the Oosterdok river that allow for an intimate candlelit dinner for two, whatever the weather.



The Barn Restaurant in Terrington St John has transformed their outdoor seating area with pods that each seat up to six guests.



CONTACT-FREE DINING

Contactless payment has become the new normal during the global pandemic, and we've seen cash payments becoming less and less popular due to fear of spreading the virus. Instead of contactless, 'contact-free' dining could shape the future of dining out. Say goodbye to physical menus and cash payments and hello to digitising traditional menu cards. Guests will decide from the menu using their own technology and mobile phones and save time disinfecting shared menus on tables. All done from a simple QR code.

Ordamo is a great example of a user-friendly contact-free ordering and payment platform, with no app download and no upfront fees.

It allows customers to:

- Simply scan a QR code - no app download
- Browse your entire branded menu, place orders and make tailored requests
- Securely pay the bill - integrating seamlessly with your EPoS system

CONTACTLESS FOH

Restaurants around the world are devising ways in which to limit social contact between customers and staff for the long term. The current situation means we could start to see more non-human helpers appearing at restaurants around the world.

Tim Warrington, CEO of Bots.co.uk, a company that hires out and makes robots, told The Telegraph that he'd seen a "huge increase in demand for waitress and delivery robots".

He said the company was about to launch a new service that allows customers to hire a robot and its software for £950 a month.





KITCHENS OF THE FUTURE

TRUST AND TRANSPARENCY

With more and more consumers demanding transparency from brands with the produce they are consuming to how their food is prepared, open kitchens after the pandemic will become commonplace and designed for building trust as customers can see how their food is cooked. Designated exchange zones within the kitchen could be another way to communicate transparency for chefs and servers. This also helps restrict movement and aids organisation.



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MULTI-TASK TEAMS

Employees in restaurants, pubs and casual dining have become specialised in their roles either back of house cooking products or front of house serving products. Evolving employees into 'multi taskers' who are well trained to handle multiple roles will allow an operation to run more efficiently and provide more flexibility in scheduling the team.

ONE-WAY KITCHEN SYSTEMS

For food prep, it's recognised that it would be too difficult to move equipment such as sinks, hobs and ovens to install separate workstations. To minimise overcrowding within kitchens, restricting one person at a time into pantries, fridges and freezers using a one-way flow of traffic. Using products that require minimum prep time also helps aid efficiency and social distancing within back-of-house operations. Many operators have re-evaluated the preparation process and switched to high-quality prepared products that deliver on quality with fewer staff and reduced movement around kitchen stations. A good example would be a kitchen swapping from ware potatoes that need peeling and washing chopping, to a pre-prepped natural product like McCain Chef Solutions dice or mash. The same great end product with 50% fewer steps.

Find out more



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KITCHENLESS RESTAURANTS

As food delivery sales grow and potentially command a greater share of a restaurant business, the growth can put pressure on a restaurant's kitchen.

We have seen the growth of dark kitchens, but ghost kitchens are set to provide simple and secure turnkey solutions for restaurants who need to grow their delivery business or free up space for covers as social distancing impacts capacity. Brands such as Kitchen United and CloudKitchens offer flexible smart kitchen capacity that has low upfront investment and can create any dish to a restaurant brand's own specification. Such kitchens can deploy high tech and fast resource to fulfil the needs of many restaurants simultaneously from one highly sophisticated central production unit.

Watch out for a kitchenless restaurant in a town near you...you never know!



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TECH ACCELERATION

The impact of the pandemic has accelerated trends we already knew existed; we maybe just weren't quite ready for them until now! Miso Robotics' 'Flippy' robot has been around in the US for several years, preparing fried and grilled foods automatically. Previously the benefits have been around labour saving, productivity and consistency; now and in the future, the appeal is around reducing the amount of human contact with the food and the sanitation benefits of having fewer people moving around the kitchen. Kitchen robotics can also provide consumers with an added layer of confidence that their food is being prepared in a more sterile environment.

UV cleaning



UV cleaning can now be carried out by robots overnight but could potentially be hard-wired into venues in the future to help prevent virus spread and to reassure guests.

<https://www.servicerobots.com>

Innovation and creative approaches to the new normal are set to reinvent how we eat, drink and socialise. Our space is shape-shifting daily, and we will only adapt by sharing thoughts, success stories and wrong turns. But together we can get back in the game.

McCain is here to provide forward-thinking solutions in the new post-COVID world as we all look ahead and strategise for the future.



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