

TREND WATCH

WE'RE IN THIS TOGETHER.

Valuable insights on how businesses are meeting today's unique challenges.

Obviously, 2020 has unfolded a bit differently than any of us expected. And as we navigate today's landscape together, Smithfield Culinary is committed to continue offering a wide variety of versatile products, solutions and menu inspirations to help operators. Please feel free to contact us at any time to assist with any unique challenges you may be experiencing.

We recently launched a new web page dedicated to sharing helpful resources.

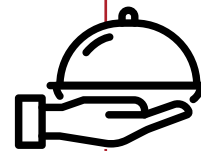
Please visit: SmithfieldCulinary.com/Here-For-You.

The State of the Restaurant Nation: A Snapshot of Today

These past few months have been tough for everyone... including those in the restaurant industry. There have been many layoffs and furloughs of staff, permanent closures, and restaurants limiting their services to carryout or delivery only. However, restaurant operators do have hope for the near future.

Slowly, in the summer months, local and state governments have started to open up restaurants again, slowly and cautiously. Depending on the state, some have allowed for limited al fresco-style seating to return while others allow for seating inside their establishment at full capacity. Regardless, more and more customers are willing and excited to go out to eat and restore a sense of normalcy.

What consumers miss doing most.



Dining out

Socializing with friends

Visiting family

-NRN



50%



of customers will come back to outdoor seating.

- Datassential, May 2020

At Smithfield Culinary, we will continue to provide consistent and flavorful meat products that all of your customers can appreciate. We have the products and the insights to help inspire you to offer delicious food for everyone.

From full-service, limited-service and fast-casual restaurants, to coffee shops and catering, Smithfield Culinary is here for you.

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What Do Restaurants Need to Do? Strategies for Success

Great-tasting food has always ranked as a number one reason why people choose a restaurant. Today, while taste still remains a major factor, cleanliness and sanitation have exceeded it.

Current Top Reasons Guests Choose Restaurants:¹

45% clean & sanitary 

36% great taste 

36% nearby 

34% value 

23% speed 

Hint! Showing off overt cleanliness both in-store and on social media is a great way to let people feel more comfortable and open to eating at your establishment.

The road back to normalcy

Quite simply, as customers and restaurants slowly make their way back to normal, safety will remain a key factor. Making guests feel that their well-being and peace of mind is a first and foremost concern of operators you will make them feel more comfortable. In turn, this will help build and grow your business.

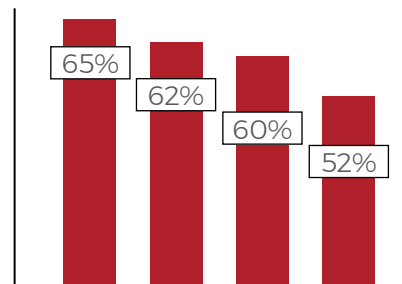
Perceived Safest Features:²

- Outdoor Seating
- Contactless Drive-Through
- Prepared Foods (Delis)

In addition to cleanliness, people also feel it is important to give back to restaurants and aid restaurant workers affected.

Top causes customers would support:³

- Providing paid time off for sick staff - 65%
- Providing meals or funding to restaurant staff who have been furloughed or terminated - 62%
- Supporting local food banks to help feed homeless and those in need - 60%
- Increasing wages/giving bonuses to staff who are working during the crisis - 52%



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Most Missed Meals. What Consumers Are Craving.⁴

As restaurants slowly reopen, people are craving dishes that they missed most. But, these are not just any dishes. People have grown tired of eating the same food at home and miss their old familiar favorites badly. Customers generally choose to order a familiar favorite first and also prefer indulgent foods over healthier fare. In addition:

33% ARE CRAVING A SPECIFIC DISH FROM A CERTAIN RESTAURANT

32% WANT VARIETY, MORE OPTIONS THAN THEY HAVE AT HOME

30% ARE CRAVING DISHES THAT ARE HARD TO MAKE AT HOME

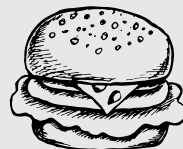
22% ENJOY THE OPPORTUNITY TO BE ABLE TO ORDER THEIR OWN DISH

21% WANT ETHNIC FOODS AND FLAVORS

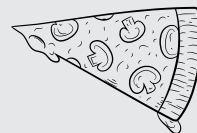
**TOP
 CUSTOMER
 CRAVES**



36% Mexican food



29% Hamburgers



29% Pizza



19% BBQ

4. Datassential, 05-08-20

What is on the Menu?

Molto Meat Flatbread Pizza The Cheesecake Factory



This Cheesecake Factory selection features prosciutto, sausage, house-made meatball, pepperoni and smoked bacon with Parmesan cheese, mozzarella and tomato sauce.

Torta Ahogada XOCO



This Rick Bayless creation is his personal take on a classic Mexican torta, featuring golden pork carnitas, black beans, tomato-arbol chile broth and pickled onions.

To discover what Smithfield Culinary can do to satisfy your meat-loving customers while building business for you, contact your sales representative at 888-327-6526.

Everything you need to know about Smithfield Culinary products, recipes and more: Download our App.

