

COLLEGE & UNIVERSITY FOODSERVICE TRENDS: 2021

PRESENTED BY



NANCY LANE - LAKESIDE



Senior Designer

Visual Merchandising & Product Concepts

Nancy is a designer specializing in visual merchandising and product concepts, and knows that a dining experience is about more than great food.

She has played a vital role in remodeling college and university dining facilities to enhance customer experiences, improve operational efficiencies, and increase revenue.

MARY SAUER - MULTITERIA



Marketing Manager

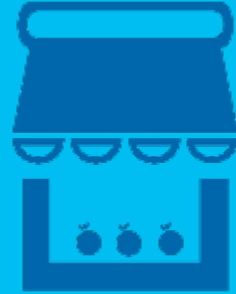
Mary is a seasoned professional with 30 years experience in the food service industry with a never ending passion and focus on customer support.

Mary's area of concentration is on generating opportunities and marketing initiatives as well as staying apprised of current trends in the market to help identify equipment needs.

OBJECTIVES

- Understanding of foodservice trends
- Learn adaptable solutions
- Develop a retail roadmap for success

1.



EVOLVING VENUES

EVOLVING VENUES



Reinventing how and where food
is prepared, served, and
consumed

EVOLVING VENUES



Forget the traditional footprint. Grocery stores are looking more like cafes, cafes more like kiosks, and restaurants are implementing ghost kitchens and switching take-out for tables.

Venues are recognizing the need to broaden offerings and experiences to have minimal square footage and contact, but keep the maximum consumer experience.

MICRO -TRENDS



- C-Store menu & service expansion
- Ghost kitchens & restaurant pods
- Mobile kitchens & food trucks
- Commissary Kitchens
- Robotics



EVOLVING VENUES



- Frictionless & touchless
- Find your differentiator
- Easier pick up options
- Social Distance



EVOLVING VENUES



EVOLVING VENUES



2.



PLANT FORWARD

PLANT FORWARD



Consumers are shifting to
plant-based foods for
sustainability & health reasons

PLANT FORWARD



This trend has deeply embedded its roots in recent years and is here to stay. Exotic fruits and veggies from around the world are more available than ever, and demand for new and interesting flavors is growing.

Expect continued innovations surrounding plant-based proteins and other meat alternatives in the coming year.

MICRO -TRENDS



- Plant-based alternatives
- Responsible eating habits
- Plant-based proteins
- Sustainability
- Flavor innovation



PLANT FORWARD



- Add meat alternatives to menu
- Call-outs on menu
- Highlight lean & local
- Vegetarian & vegan chefs



PLANT FORWARD



PLANT-FORWARD

A style of cooking and eating that *emphasizes and celebrates*, but is not limited to, plant-based foods—including fruits and vegetables (produce); whole grains; beans, other legumes (pulses), and soy foods; nuts and seeds; plant oils; and herbs and spices—and that reflects evidence-based principles of health and sustainability.



PLANT FORWARD



3.



SOCIAL RESPONSIBILITY

SOCIAL RESPONSIBILITY



Connecting with eco-conscious consumers & creating sustainability through socially responsible business practices

SOCIAL RESPONSIBILITY



With the added pressure from GenZ, an existential view of consumption is going further than it's ever gone before.

How and why we consume are being put to a litmus test and exerting pressure to limit resource depleting waste, frivolous consumption, and turning the tables to focus on the ability to repurpose.

MICRO -TRENDS



- Waste reduction
- Composting
- Recyclable materials
- Changes in packaging
- Reusability



SOCIAL RESPONSIBILITY



- Compostable takeout packaging
- Equipment to recycle & compost
- Smaller & flexible menu
- Water saving initiatives
- Modifiable & multiuse equipment



SOCIAL RESPONSIBILITY



SOCIAL RESPONSIBILITY



SOCIAL RESPONSIBILITY



4.



LABOR CRUNCH

LABOR CRUNCH



Traditional operator challenges for efficiency are being challenged by a shifting workforce

LABOR CRUNCH



The lack of available labor continues to change the face of the foodservice industry. Operations are beginning to supplement their existing workforce with more advanced equipment, automation and/or robotics that leverage efficiency through design.

With minimum wage hikes expected, operators will be forced to find new and innovative ways to maximize their output.

MICRO -TRENDS



- Shrinking workforce
- Engagement & retention
- Accommodating schedules
- Minimum wage conversations



LABOR CRUNCH



- Lean principles
- Employ central commissary
- Protect your workers



LABOR CRUNCH



- Engage community to volunteer
- Training: cross cultural, generational, task training
- Adopt robotics for prep



LABOR CRUNCH



LABOR CRUNCH



Q&A

