

July 2020

Restaurant Marketing Strategies: Incl Impact of COVID-19 - US

“The COVID-19 pandemic means it’s anything but “business as usual” for operators. Restaurants had to pivot on the fly with operations and messaging tactics relevant to consumer needs in the moment. Looking ahead, restaurants should continue communicating messaging around food quality, menu innovation, safety/sanitation, and support for their employees ...

Foodservice Loyalty: Incl Impact of COVID-19 - US

“Restaurant business is severely negatively impacted by the ongoing COVID-19 crisis, and while restaurant loyalty won’t be enough on its own to keep restaurants in business, companies will still need to strategically leverage existing loyal customers to help grow now-essential off-premise business as well as refill their dining rooms in ...

International Cuisine Tracker - US

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

June 2020

The Impact of COVID-19 on Foodservice - US

“Restaurants are in the business of bringing people together, making it even more difficult for operators to weather this storm. Pre-COVID-19, restaurant industry sales were set to outpace at-home food spending, new restaurants were opening at a rapid pace and operators were challenged by a labor shortage to find and ...

Coffee and Tea Tracker - US

Mintel’s Coffee and Tea Tracker allows you to identify the biggest opportunities in coffee and tea, in both foodservice and retail. It provides a quarterly look at coffee and tea consumption behavior at home and away-from-home, by demographic. This tracker also tracks items consumers add to their coffee or tea beverages ...

May 2020

Quick Service Restaurants: Incl Impact of COVID-19 - US

“QSR sales will look much different than those in 2019, along with restaurant industry sales as a whole, due to the COVID-19 outbreak. However, QSRs are uniquely poised to overcome COVID-19-related economic strain and hardship due to their lower price points and continued investments in takeout, drive-thru and delivery services ...