Consider expanding faster and exploring new formats
Changes to how we work and live magnify the opportunity to update formats and locations, and advanced analytics can predict which concepts will flourish.

Reinject menu variety
Customers want to try new foods, and nimble brands are expanding menus they pared down in 2020.

Create a next-generation customer experience
Rise to new standards set by top e-commerce retailers and apps, using technology and operational innovations to offer a seamless experience.

Personalize to thrive
Online ordering has made customer interactions less anonymous, and restaurants can use that data to tailor marketing and experiences.

Put your mission and values to the fore
Sharpen commitments to environmental, social, and governance (ESG) progress.

Renewed Appetite: A Strategic Menu for Restaurant Recovery
Six actions can give brands an edge as the sector looks to rebound from Covid-19 globally.

What’s Hot?
Proportion of consumers saying they want to try new foods or menu items at familiar restaurants a year from now.

- Australia: 24%
- United Kingdom: 24%
- United States: 25%
- China: 29%

Respond to food delivery aggregator growth
Win the battle for delivery and off-premise occasions.

US restaurant sales from known customers increased 2x during the pandemic.

- Proportion of consumers who want to try new foods or menu items a year from now:
  - Australia: 24%
  - United Kingdom: 24%
  - United States: 25%
  - China: 29%

Notes: Year-over-year aggregator growth is for September 15 to December 11, 2020; increase in sales to known customers is based on an average of 12 US brands.

Sources: Bain & Company US Consumer Survey, February 2021 (n=3,890); Bain & Company International Consumer Survey, February 2021 (n=3,910); Pyxis; company financial reports and earnings call transcripts.