

# food n demand

The Intersection of Food, Technology & Mobility

# HOME DELIVERY



- Restaurant Delivery Over \$30 Billion and Growing
- Driven by Millennials – 88% Use Carryout for Dinner
- 82% Consumers Order Delivery to Their Homes

(Morgan Stanley, Technomic, Restaurant Business)

# A FEW DATA POINTS

- **Panera Creates 10,000 Delivery Jobs in 2017** (Panera Press Release)
- **By 2020, \$220 Billion (40%) of All Restaurant Sales Will Be Online**  
(Morgan Stanley)
- **Online Orders Now Exceed Telephone** (Fortune June, 2017)
- **“We Forecast Home Delivery at \$76 billion in 2022”** (Cowen Chief Analyst)

# MARKET TEST BY 2 MAJOR CHAINS

## Consolidated Results:

- Same-Store Sales (No Delivery) were down 7%↓
- BUT
- Same-Store Sales With Home Delivery in the Same Market Were Up 9%↑

# THE ROLE OF PACKAGING

- **Protect the Food for +30-Minute Transit**
- **Operational Efficiency at Store Level**
- **Consumer Presentation**
- **Consumer Acceptance**



# ABUNDANT PACKAGING CHOICES FOR MOST FOODS



# BIGGEST PACKAGING CHALLENGE

## Fried Foods

- French Fries
- Chicken Strips
- Fried Chicken
- Wings
- Seafood



THIS?



OR THIS?





