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New Concepts in Foodservice

Best of 2018

STEPHEN DUTTON



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CONCEPTS HIGHLIGHTED IN THIS STRATEGY BRIEFING ARE EXTRACTS
FROM THE FOLLOWING REPORTS

Part 1: [New Concepts in Consumer Foodservice: Technology and the
Future of Dining](#)

Part 2: [New Concepts in Consumer Foodservice: New Expectations for
Dine-in Experiences](#)

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Euromonitor International's New Concepts in Consumer Foodservice is an annually recurring white paper highlighting new concepts in the foodservice industry from around the world. The trends, observed by Euromonitor International's global network of analysts, point to what is next in the industry.

Concepts Overview

Clean and green living

Karma—Sweden

The Barn—The Netherlands

Urban Farmcy—Brazil

Individualized eating experiences

Eat Fit—Brazil

My Open Menu—Italy

Swiggy Pop—India

Increasing engagement through gamification

Mori Sushi—Egypt

Mini Chef Lego—Denmark

Connecting with the busy consumer

LUNCH:ON—UAE

Work Café Santander—Chilé

Gourmet Stop—UAE

Introduction

The foodservice industry is bigger than ever with total global spending expected to grow 13% over the next five years, producing USD\$359 billion in incremental value. This is driven in part by technology. By digitising the experience, consumers can get meals whenever and from wherever they like, on-demand and seamlessly.

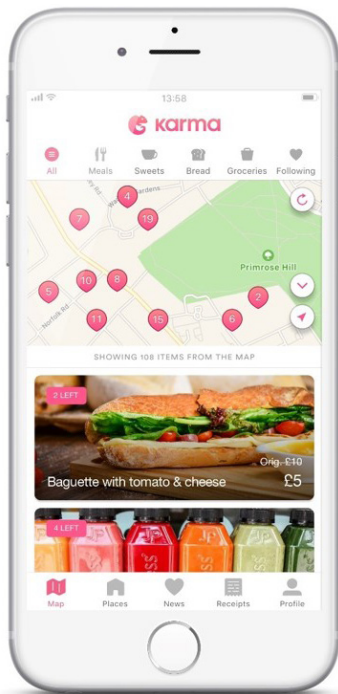
Consumer preferences are also impacting the industry with diners seeking unique experiences tailored to their interests and values. They want dining experiences, both in-app and brick and mortar restaurant locations, that are engaging.

This report reviews restaurant concepts from around the world, exploring four important areas where expectations for the dining experience are changing. New concepts this year are consumer driven with restaurants providing clean and green dining, creating individualized dining experiences, leveraging gamification in-store and in-app to improve consumer engagement and making mealtimes more convenient for busy consumers.

Clean and Green Living

Food waste is an issue of growing concern among consumers. The International Monetary Fund estimates that at least one-third of global food production goes to waste. Additionally, the World Wildlife Fund estimates that 10% of global greenhouse emissions are generated by the production of food that goes uneaten. Food is at the heart of many causes from sustainability to the environment to food insecurity. Restaurants are intimately involved with these issues, and consumers know this.

Localisation, or the idea of shortening the distance between the source of ingredients and the restaurant, is being embraced by more restaurants because of the environmental benefits and the perception of higher-quality, fresher foods. Some restaurants take this even further by “hyper-localising” the supply chain with urban farming.



Name: Karma Market, Launch: Sweden, 2016

The app Karma began in Stockholm, Sweden, and has since expanded to other cities around Europe. Karma aims to fight food waste by buying unsold food from restaurants, cafés and grocery stores. The food is then resold on the app for half the regular price. The food the app purchases from foodservice outlets are offered at a steep discount because it would otherwise have been thrown away. Consumers benefit by enjoying restaurant-quality food at much lower prices and feel good knowing they contributed to a worthwhile cause.

Name: The Barn

Market, Launch: The Netherlands, 2017



The Barn is a premium burger fast food restaurant in Utrecht, Netherlands. Ingredients used on the menu are all organic and the concept promotes the local nature of its beef supply with the slogan: “From stable to table”.

Local ingredients limit what the restaurant can offer daily. For example, certain menu items are only available if the day’s ingredients are available. Orders are placed using in-store digital ordering kiosks that update in real time based on the availability of certain menu items that may become unavailable throughout the day.

In addition to organic ingredients, the restaurant is environmentally friendly with all packaging fully compostable. After a successful opening in Amsterdam, the owner hopes to expand to 30 outlets across the country over the next 10 years.

Name: Urban Farmcy Market, Launch: Brazil, 2017



This full-service restaurant concept in Brazil advocates “hyper-localism”, or the idea that food should be consumed as close as possible to where it is grown. The restaurant grows many of its own ingredients on-site in special modules. The modules offer a growing environment that does not require the use of chemicals or pesticides which means ingredients used in meals are organic.

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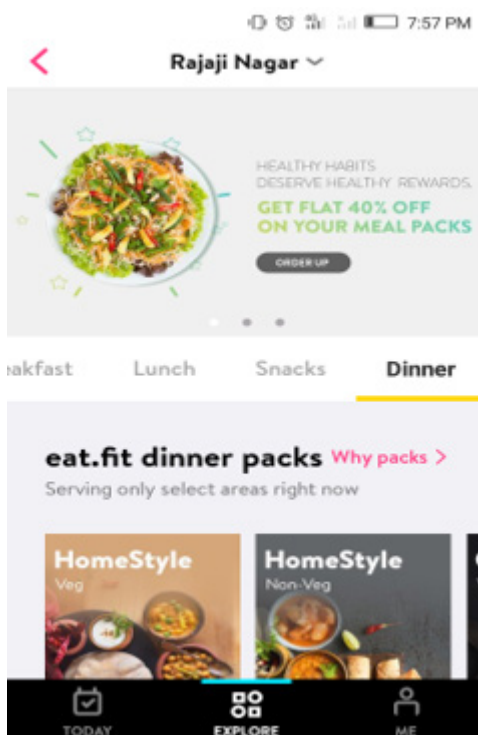
Urban Farmcy promotes these modules in the city and sources ingredients from independent urban farmers. The restaurant is working to develop a network of urban micro-farmers that can completely localise all of the restaurant’s ingredients for a truly “farm to table” experience.

Individualized Eating Experiences

Emerging trends in foodservice are starting to make the dining experience more flexible for a variety of lifestyles, such as the health-conscious consumer and solo diner.

Single-portion meals are becoming more popular in metropolitan cities. Eating habits are undergoing a shift where consumers are cooking less at home and eating out more often. As a result, the single-portion meal works well for this consumer segment, as it reduces food waste and is a better value for a complete meal.

Consumer diets have changed as well. Along with concern for portion sizes, diners are more conscious than ever about what they are eating. From dietary restrictions to calorie counting, both restaurants and third-party applications are leveraging technology to provide dining options tailored to consumer needs.



Name: Eat Fit

Market, Launch: India, 2017

Eat.Fit is an app-based food delivery and meal-plan service that syncs with Cure.Fit, a health app. Cure.Fit and Eat.Fit are two of several digital services that make up the digital platform for the CULT brand of fitness studios in India.

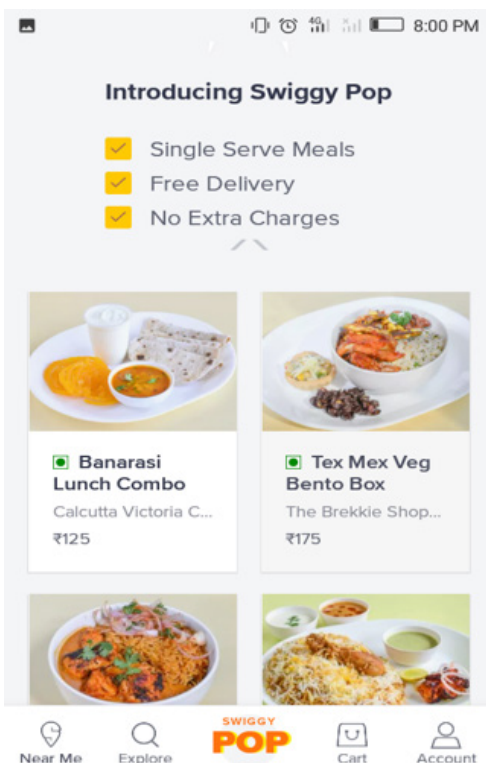
With a focus on healthy eating and calorie counting, the app helps consumers reach personal health targets. Users may purchase one-off meals for delivery, or subscribe to a delivery service of daily meals according to the user's individual health plan.



Name: My Open Menu Market, Launch: Italy, 2016

Consumers are looking for a holistic dining experience when they dine out and expect more control over the food they order. My Open Menu is a third-party app that allows users to search for restaurants and menus according to specific taste preferences and dietary restrictions. Application users can create filters in their profile to highlight food allergies to gluten, nuts or dairy products. My Open Menu also allows consumers to order directly from the app.

Restaurants receive real-time analytics on their restaurant compares to others in the area and local restaurant trends.



Name: Swiggy Pop Market, Launch: India, 2018

Younger consumers in India are increasingly independent, living alone and leading more urban lifestyles. SwiggyPop is adapting by working with partner restaurants to cater to these needs.

SwiggyPop is a mobile application from the popular Swiggy delivery aggregator in India. SwiggyPop offers restaurant meals that cater exclusively to solo diners and delivered in 30 to 35 minutes. All meal options are apportioned properly in terms of the size of the meal and its nutritional value.

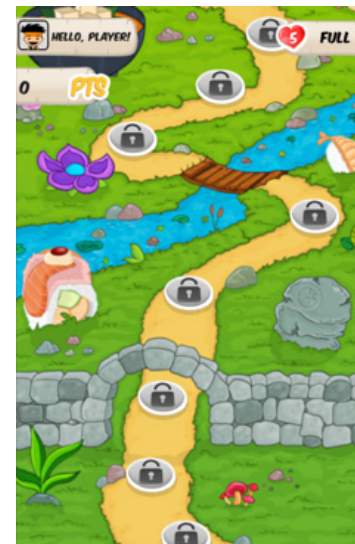
Increasing Engagement Through Gamification

Restaurants know that diners are using their mobile devices more than ever. Engaging the consumer in a more complete way through their mobile devices helps solidify the relationship.

Gamification is an emerging digital strategy for restaurants looking to engage consumers in and out of the restaurant by integrating games into the dining experience. Gamification engages a consumer through challenges or games that may or may not have rewards. Through gamification, a brand can push to the forefront of the consumer's mind when thinking about when and how to dine out and keep them returning for future visits.

Name: Mori Sushi

Market, Launch: Egypt, 2017



Mori Sushi, a sushi restaurant chain based in the Middle East, introduced a new gaming app in which consumers can play for the chance to win discounts on meals. The game is a take on the highly popular Candy Crush mobile app where users can collect points to win free sushi. In addition to the in-app challenges and discount incentives, consumers also learn about sushi and are introduced to the variety of types, ingredients and names in an engaging way.

Name: Mini Chef Lego

Market, Launch: Denmark, 2017



Mini Chef is a full-service restaurant concept by Lego, the Danish toy company. Located in the company's theme park, Lego Land, the restaurant offers a high-tech, interactive restaurant experience in which diners use Legos to place orders. Patrons use guides and distinctive building bricks to form a specific pattern to place their order. The pattern is scanned at the table using an iPad box which sends the order to the kitchen.

There are no traditional waiters in the restaurant. Instead, diners are informed by iPads that they can pick up their meals at a designated station where they are entertained by digital Lego characters.

Connecting with the Busy Consumer

Consumers are busier and more connected than ever. They often need quick and easy ways to get a meal. This may include better options for obtaining high quality prepared meals outside of a restaurant or on-the-go.

Innovation and accessibility do not rest solely on restaurant operators. Third-party technology operators are more important than ever for reimagining what convenient dining looks like. Technology is redefining the way consumers eat for those dining occasions where convenience is required. The following global new concept examples demonstrate how technology helps create seamless foodservice experiences.

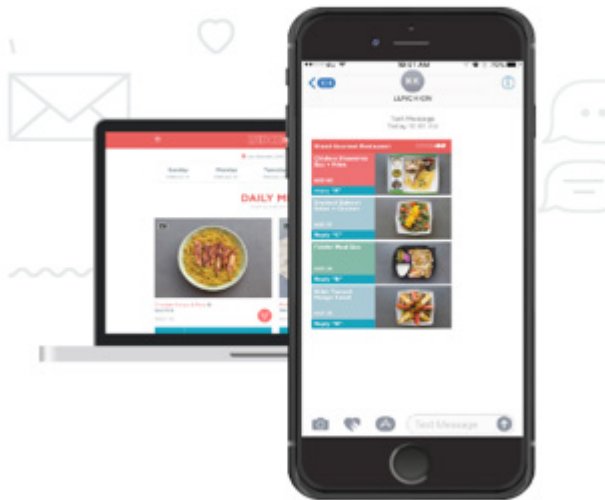
Name: LUNCH:ON

Market, Launch:
UAE, 2016

This new virtual restaurant concept in Dubai caters to the workday lunch crowd. Users need to create an account on the service's website to automate payment and address details. Unlike most virtual restaurant concepts, LUNCH:ON does not have an app and advertises that as a selling point.

Once the consumer is registered with the service, they are sent a menu of options every morning at 9:45am by text, and the consumer replies with

their choice by 11:15am. This action prompts the LUNCH:ON to prepare the meal for delivery and charge the user automatically. Then the user receives a text when their order arrives around 12:30pm. LUNCH:ON offers no minimum amounts for orders, no tipping or hidden fees and they rotate the menus daily.





Name: Work Café
Santander
Market, Launch:
Chile, 2016

This new, free co-working concept from Cofi, a local chain of specialist coffee shops in Chile, and Santander, a multinational bank, blurs the boundaries between a coffee shop and a bank. In addition to coffee, the concept offers professional financial services, meeting rooms, coffee shop-style lounge tables and seating, office supplies and access to bank specialists and financial professionals. Work Café Santander is open from 09.00hrs to 18.00hrs, which is unique in Chile as most banks close at 14.00hrs.



Name: Gourmet Stop
Market, Launch:
UAE, 2016

Gourmet Stop is a vending-style concept serving ready-to-eat meals in Dubai. Offerings are affordable and come directly off the menus from local restaurants. Each vending station contains up to eight different varieties of dishes at a time. With a total of eight vending stations, consumers have up to 64 different dishes to choose from on any given day.

Like most vending options in Dubai, the machines are in busy business blocks. Having a more central location helps participating restaurants reach a new set of consumers while helping those consumers find restaurant-quality meals quickly.

Participating restaurants and their dishes change daily to give consumers a fresh set of options throughout the week, incentivizing repeat purchases. Popular offerings include butter chicken, chicken biryani, minestrone soup and lasagne. Cutlery is also provided by the machine and is 100% biodegradable.

Conclusion

Global foodservice is expected to increase by an incremental USD\$359 billion over the next five years and the battle to earn part of this additional revenue is more difficult than ever. Consumer expectations are higher, placing more pressure on foodservice operators to incorporate quality into every inch of the experience or risk losing out to more daring concepts.

When dining in, consumers expect high-quality food, attractive spaces and excellent, seamless service. They also expect restaurants to provide environments that support their diverse and busy lifestyles. This presents a new opportunity for the consumer foodservice industry.

Consumers are busier than ever. Technology bridges the gap between foodservice providers and busy consumer lifestyles. Technology has been integrated into every part of the dining experience for customers to make dining a more straightforward process. From identifying where to eat, to how consumers decide on their order and how orders are placed, diners expect technology to create a seamless experience for them.

Apps

Apps are already important to many leading foodservice chains. Additionally, they are critical for loyalty, social and other avenues of engagement. Expect more and more restaurants to adopt them through third parties.

Remote working environments

The more connected consumers are, the less they need to work in an office. More consumers are working remotely than in the past. Restaurants can be a great alternative to home office life.

Solo dining

Restaurants traditionally are not built for solo diners, yet there are more consumers living alone and functioning independently than ever. Solo diners will need better dine-in opportunities moving forward.

About the Author



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Stephen Dutton is a Senior Analyst at Euromonitor International, analysing the global foodservice industry. In this role, Stephen provides insight into the consumer trends, key markets, competitive landscape and growth opportunities in the global foodservice space to help companies make informed business decisions. Stephen has a master's degree in international affairs from The George Washington University and has spent years working and travelling abroad.

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