

Key Takeaways For Takeouts 2020

Consumer Report on Attitudes to Restaurants,
Takeaways & Deliveries during Lockdown



Introduction

2020 will be a year that goes down in history for many businesses and, for the majority, this will not be aligned with the goals they set out at the start of the year. The hospitality industry is among those particularly affected by the current situation with COVID-19, as the UK government announced the closure of all bars, pubs, clubs, hotels and restaurants on 20th March earlier this year.

Food businesses are, however, still able to operate in a delivery/takeout only capacity, with many traditional restaurant-only outlets quickly adapting their offering.

As a leading training provider to the hospitality industry, High Speed Training took a deeper look into consumer behaviour during this time to discover what exactly customers expect from food outlets.

The findings in this report are taken from a representative sample of 2000 respondents and reveal the factors that would encourage the British public to order from a restaurant, café or pub. We also look at what it means to our nation to still be able to do so.

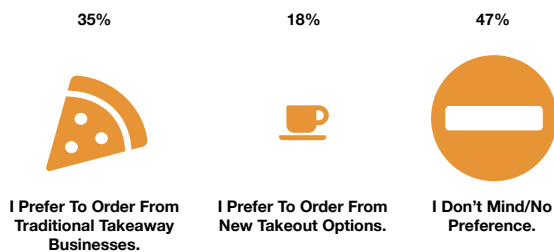
Adapting To Change

The hospitality industry is no stranger to a tough time. The industry's battle with rising costs, career perceptions, and recruitment and retention difficulties is frequently placed under media scrutiny. More recently, the hospitality industry has been under the spotlight for promoting a lifestyle that could be damaging to mental and physical wellbeing.



The hospitality industry is also known for its grit, determination and ability to adapt.

Do People Prefer To Order From Traditional Takeaway Businesses or New Takeout Options From Cafés/Pubs/Restaurants?



The way the industry has reacted to the current COVID-19 pandemic is yet another example of the industry's fighting spirit. Many restaurants, cafés and pubs quickly began adapting to a delivery or takeout only service.

Furthermore, businesses are coming forward in numbers to help their peers during this difficult time. Well-established delivery platforms such as Just Eat, Uber Eats and Deliveroo are among those supporting businesses as they transition their business model to offer a delivery service.

The current research reveals that just under half of people are aware of at least one local restaurant, pub or café now operating under the new guidelines.

Food businesses looking to improve awareness of their new offering could consider posting leaflets and menus through letterboxes, as 1 in 4 reported this would make them more likely to order from their local.

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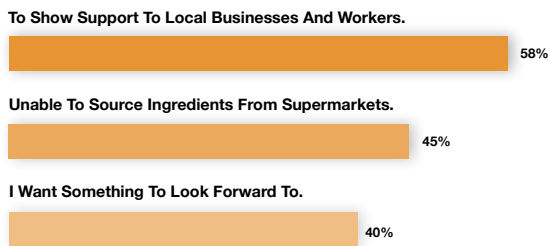
What Do Consumers Want?

Enjoying food and drinks with friends and family is a huge part of our culture. It is how we socialise, how we unwind, and even how we let go. Undoubtedly, this experience is being sorely missed by people across the UK as they adjust to a lonelier life under the tight regulations of 'lockdown.'



Nearly half of the British public are ordering more takeaway during lockdown as it is giving them something to look forward to.

Why Are You Currently Ordering More Takeaways?



It's clear that food and drink are still playing an important role, as just under half of Brits admit to ordering takeaway more than before simply because they want something to look forward to.

1 in 6 Britons feel food delivery services are helping them to be less isolated during the difficult period of lockdown.

For 1 in 6 Britons, food delivery services are helping them to feel less isolated during the difficult period of lockdown.

For just over two thirds of the British public, restaurants, cafés and bars now offering deliveries and takeouts could even be considered as providing an 'essential service'.

Restaurants, bars, pubs and cafés have slightly more of a challenge on their hands than their counterparts who were already established delivery services before lockdown as just over a third of the public said they preferred to order from experienced businesses. However, nearly 1 in 5 Brits are open to trying the new takeout options now on offer due to lockdown.

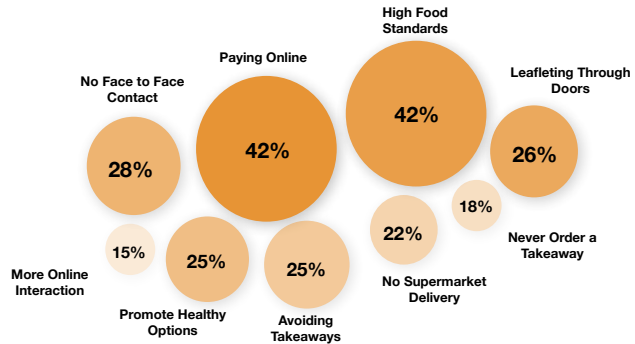
There may be a way traditional dine-in food businesses can promote their offering, engage with their audience and encourage customers to choose them for their lockdown takeaway choice...

No Compromises

Adapting your food business in this way is no easy task, especially under the tight restrictions in place with social distancing. Attention must be placed to ensure food businesses are still following the rules and regulations concerning food hygiene and allergen awareness.

Food hygiene standards are becoming more important for consumers, as the FSA reports a year on year increase in customers seeking out official food hygiene ratings of establishments before choosing where to eat. This has been dubbed the 'Just Eat Effect' as, last year, the platform made a bold statement by delisting food businesses with a rating of less than 3 (Satisfactory) from their platform.

What Would Make You Order From Your Local Restaurant or Cafe?



1 in 4

of Brits still want to see healthy meal options advertised.

1 in 3

of Brits preferring to order from outlets offering 'no contact' delivery services.

The current climate makes no exception to food safety, as 42% of the British public would be influenced by premises promising high food hygiene standards when placing their order.

Perhaps more so than ever, Brits are taking infection control seriously, with nearly a third of Brits preferring to order from outlets offering 'no contact' delivery services.

Normal routine has been upended as we know it. However, many Brits are still looking for ways to replicate their habits as much as possible. The research revealed this extends to food habits, with a quarter of Brits stating that advertising healthy meal options would encourage them to order takeaway from a restaurant, café or bar.

#SupportLocal

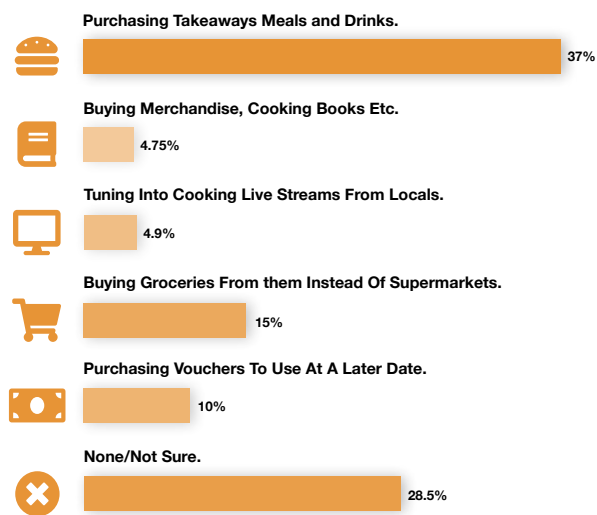
In addition to hard work and determination, the amount of support for local business is another one of the, albeit very few, positives to arise from the current situation. The hashtag itself was used across social media 20,000 times on the day that restaurants, bars and pubs were closed.

Nearly 3 in 5 of those ordering more takeaway than usual are doing so in order to support local business.

Worryingly, nearly half of those surveyed were also choosing to order takeaway because they were struggling to find ingredients needed for meals in supermarkets.

Nearly **1/2** of the British public are ordering takeaways because they cannot find the ingredients they need in a supermarket.

During These Times, How Would You Like To Support Local Pubs, Cafés and Restaurants?



There are three ways consumers are actively preferring to support local food businesses in these challenging times. The most popular is by ordering takeaway food from traditional dine-in eateries. This is closely followed by Brits preferring to purchase groceries from restaurants, bars and pubs, as opposed to giving their business to supermarkets who are arguably thriving by comparison. The third way consumers are choosing to show their support for local is by purchasing vouchers to use at a later date, once the lockdown rules are relaxed.

A sense of community is still important to customers, with just under 1 in 6 suggesting that virtual social interactions would encourage them to order from a local food business.

The findings offer an opportunity for food businesses to keep their locals engaged. Restaurants, bars and pubs can turn to virtual means to interact with customers, such as by hosting virtual pub quizzes, presenting live cooking demonstrations, posting recipes and offering competitions to win dine-in meals at later dates. Such efforts will arguably keep sentiment for your food business strong.

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Key Takeaways

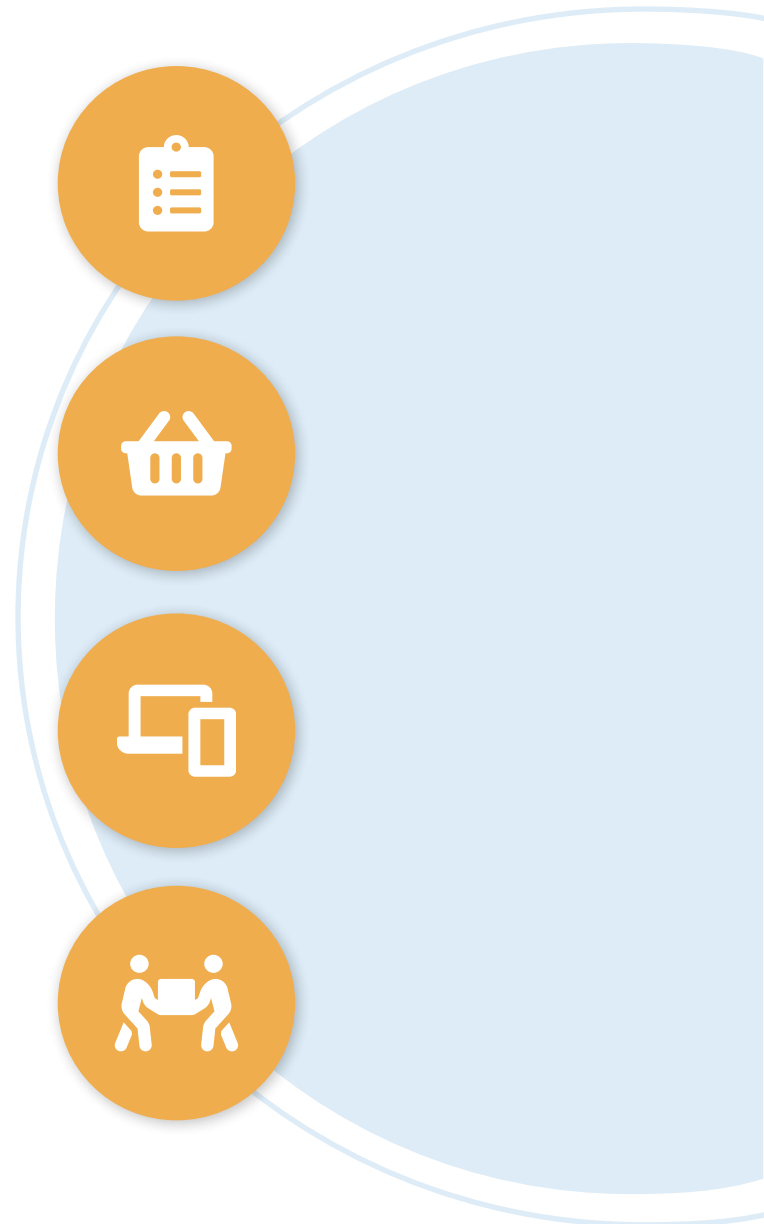
The research reveals several key insights regarding consumer behaviour that food businesses should take into consideration as they offer their services in a takeout or delivery capacity.

Standards are not compromised. Food hygiene and safety are more important than ever in the current pandemic. Paying attention to your procedures and implementing the new social distancing guidelines is not only essential, but can also influence how and where customers order.

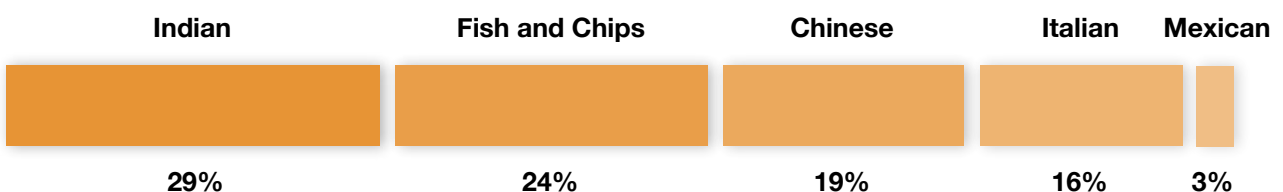
There is scope to diversify. If you are struggling to adapt your menu for takeaway, there are other options for you to stay close to your customer base and limit the long term effects of coronavirus on your business. Think about offering groceries for sale in your establishment; as our research highlighted, customers prefer to purchase these from their local as opposed to supermarkets.

Make it virtual. You can still engage with your clientbase during lockdown; it's about getting creative and seeing what you can offer virtually. This will keep the sentiment alive for your food business, ensuring customers don't forget about you once lockdown is loosened.

Community is incredibly important. There are so many uplifting examples of businesses large and small reaching out to offer help. Consumers are also looking for ways to support their local restaurants by increasing their takeaway consumption. Most people feel incredibly passionate about their local businesses, with our research finding that the ability to order food is easing loneliness in the current pandemic.



Top 5 Favourite Takeaways During Lockdown



Thanks for reading!

For any questions, please get in touch and we will be happy to help!

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