

thefood**people**TM

shifting the future of food and drink

A few facts – McKinsey UK sentiment survey 2 June

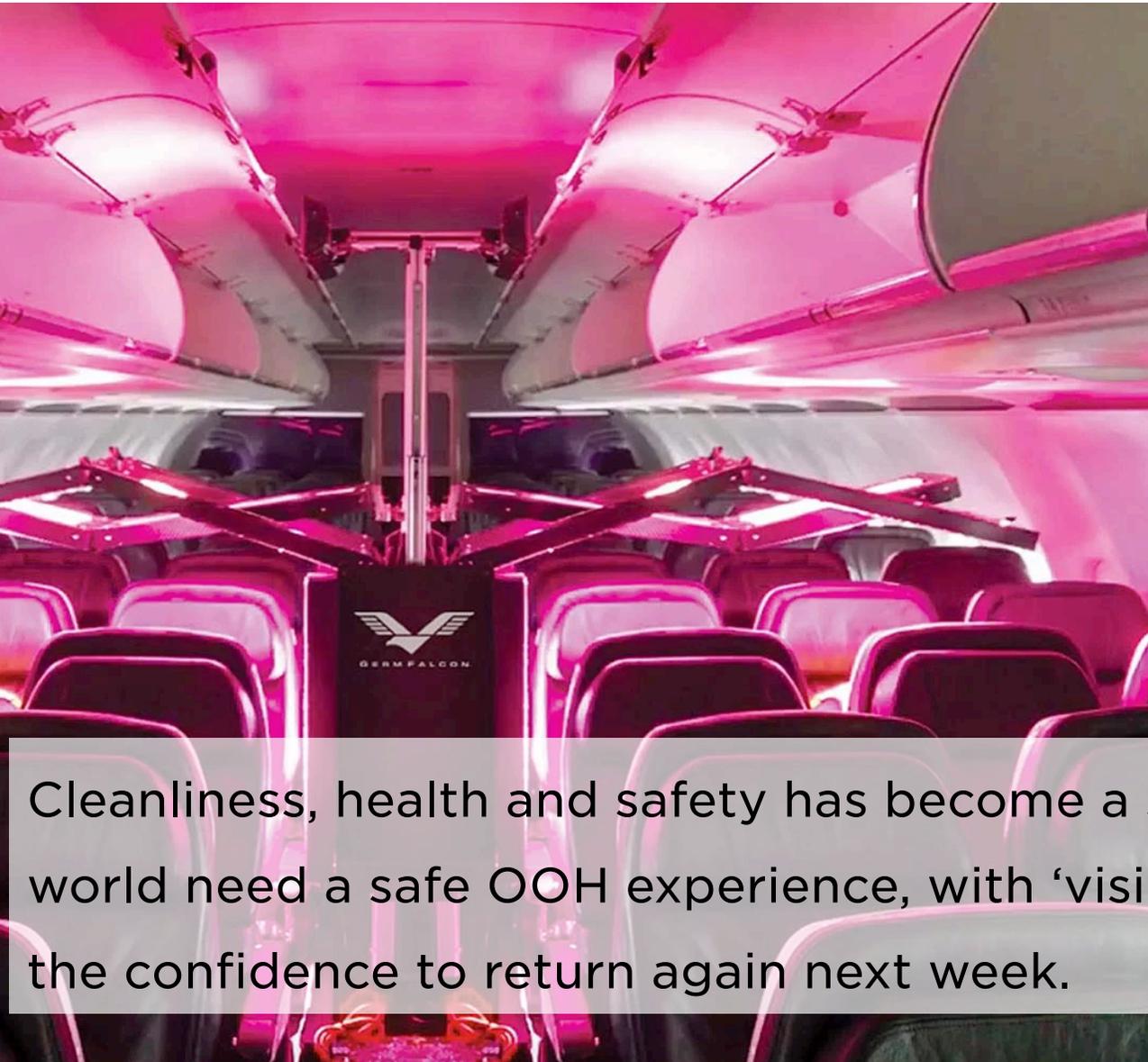




Assumptions

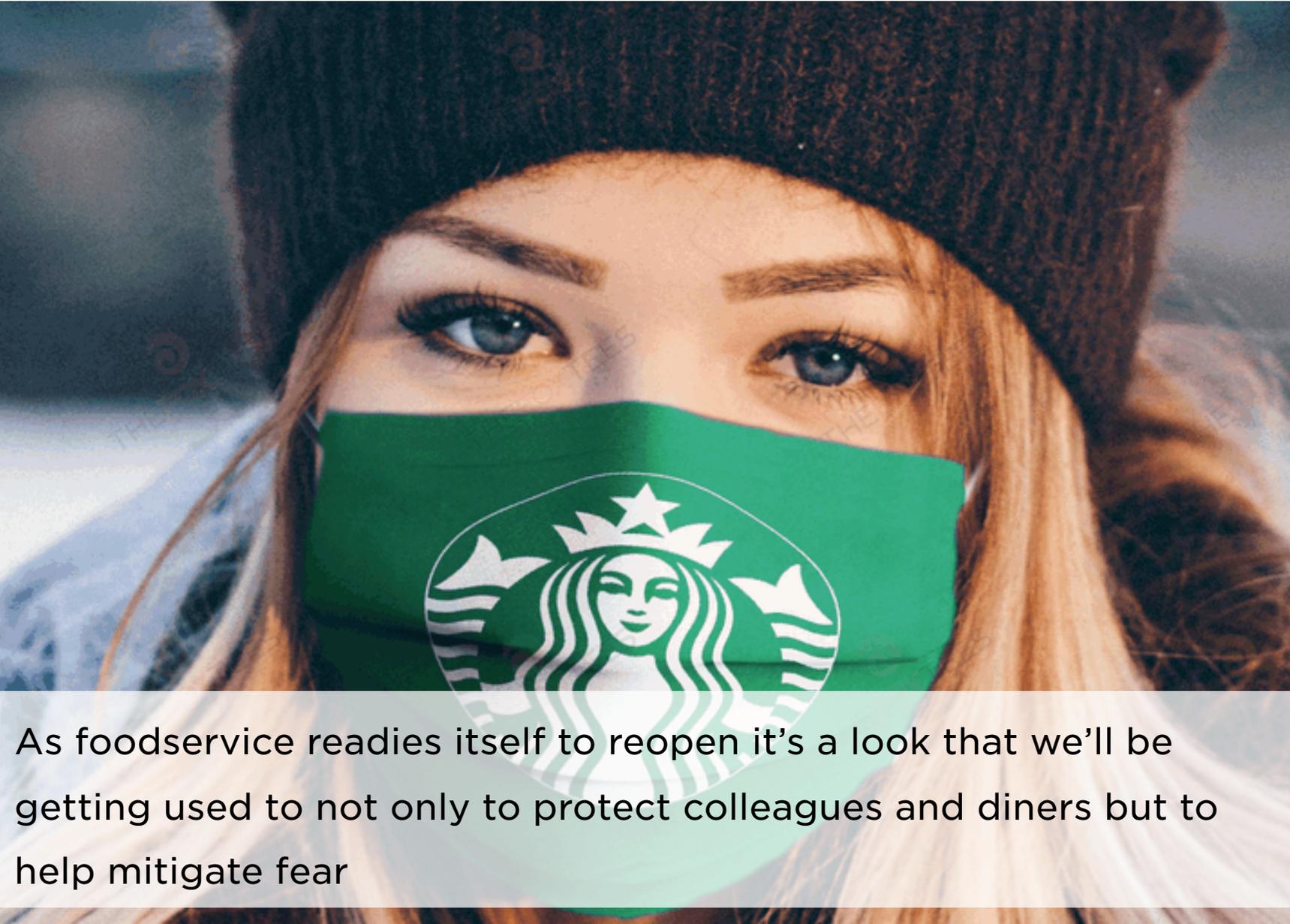


1. Sanitise



Cleanliness, health and safety has become a strategic issue. Diners in an anxious weary world need a safe OOH experience, with 'visible hygiene' in place in order to give them the confidence to return again next week.

2. Protect



As foodservice readies itself to reopen it's a look that we'll be getting used to not only to protect colleagues and diners but to help mitigate fear



3. Distance

A fundamental flow configuration will be required to minimise risk and maximise space



HOW PUBS WILL CHANGE AFTER LOCKDOWN

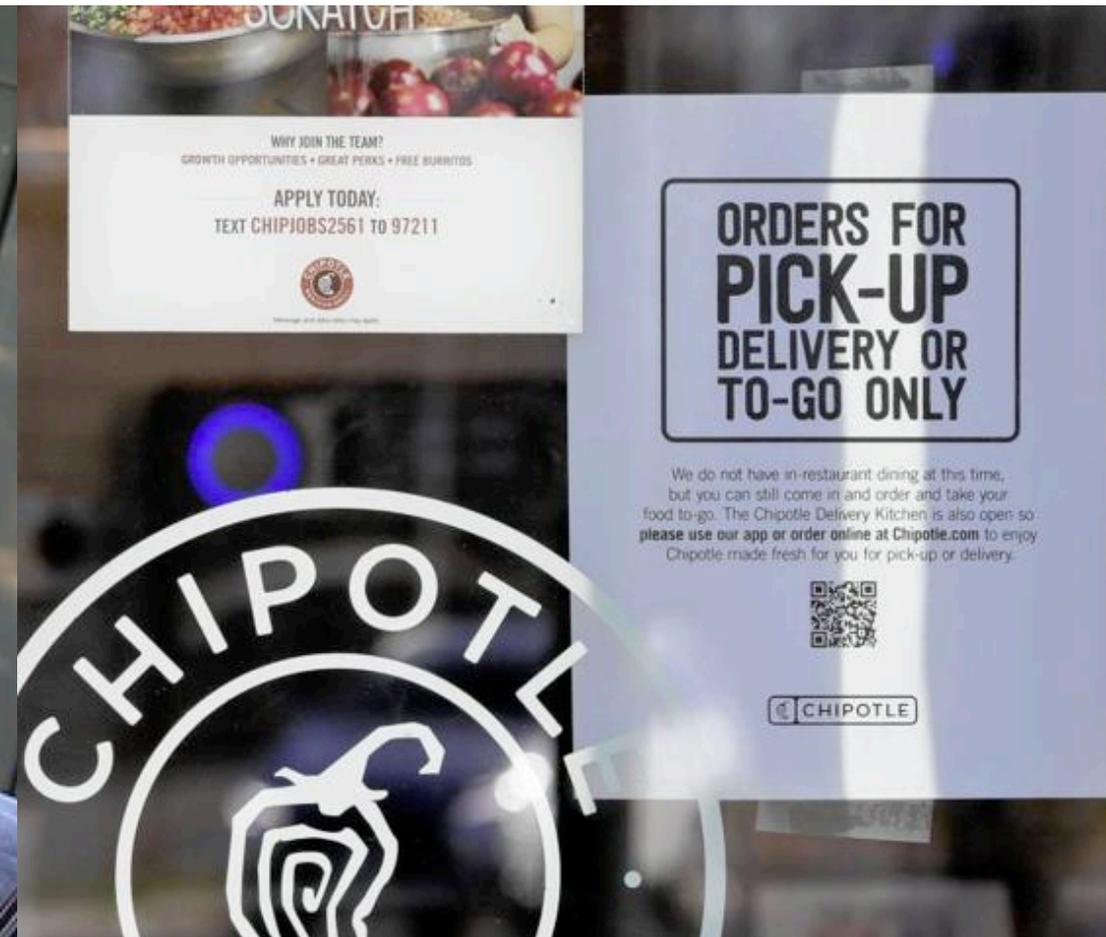


4. Reduce



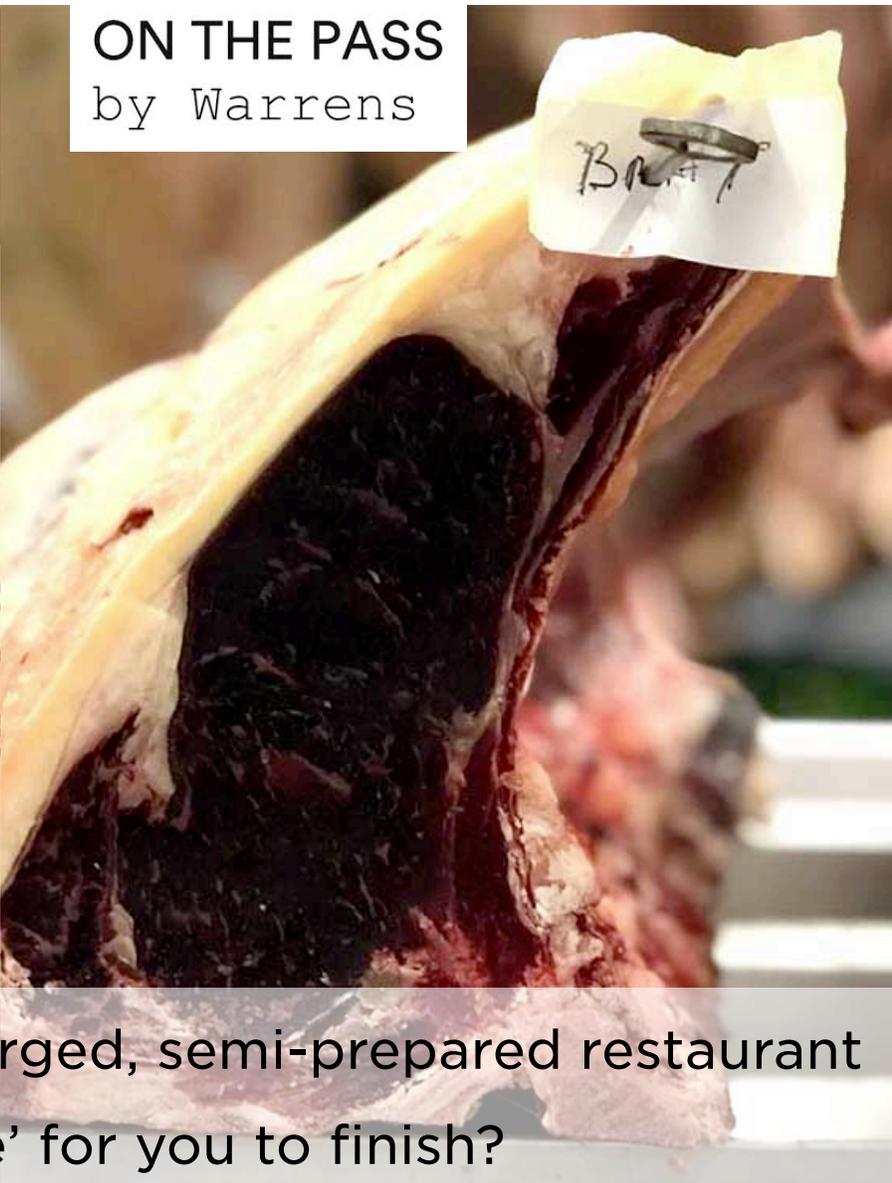
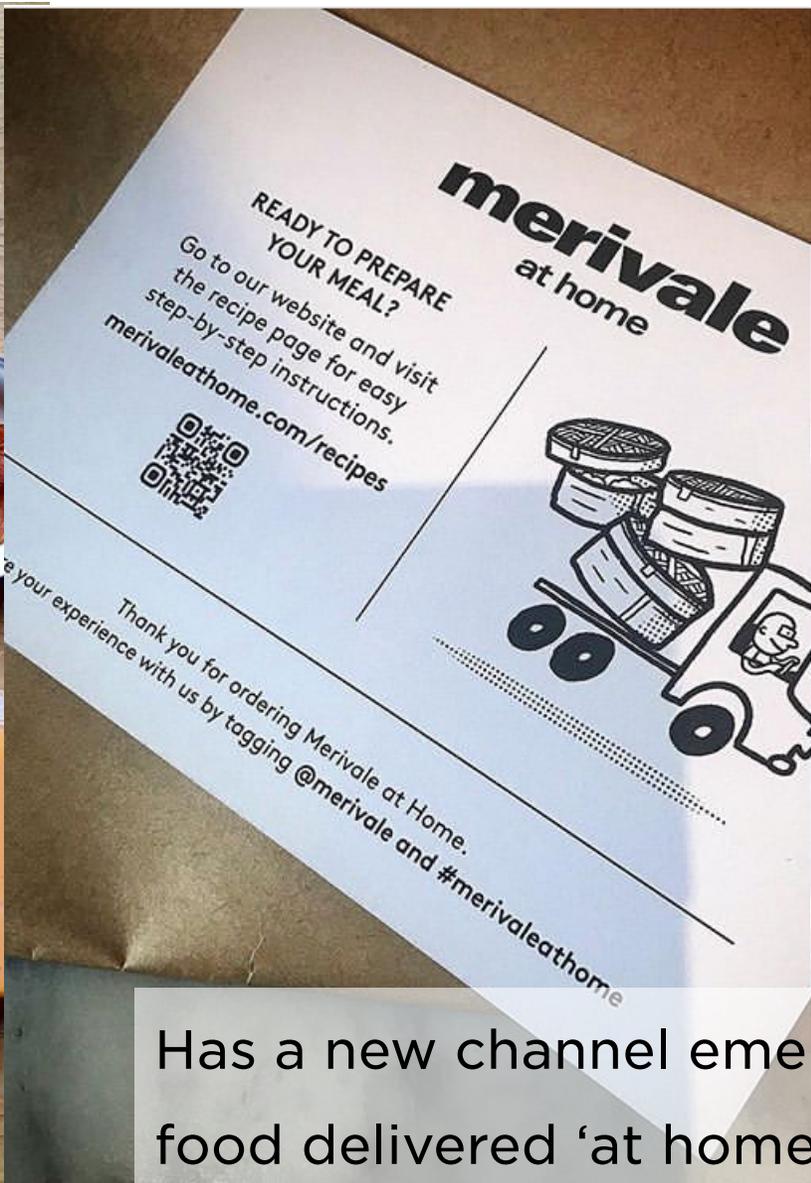
Reduction initiatives will be required –
people, tables, waste, cost, miles

5. No Touch



We are living through a 'no touch' revolution, many diners have ordered 'contact less' and seen how easy and convenient it is, so the competitive landscape in no touch food and drink will continue to be transformed

6. 'At-home'



ON THE PASS
by Warrens

Has a new channel emerged, semi-prepared restaurant food delivered 'at home' for you to finish?

7. Diversify



What is clear, is that pre-coronavirus business models will need to diversity, adapt and change to be relevant in a world where consumer behaviour around food and drink has changed

8. Experience



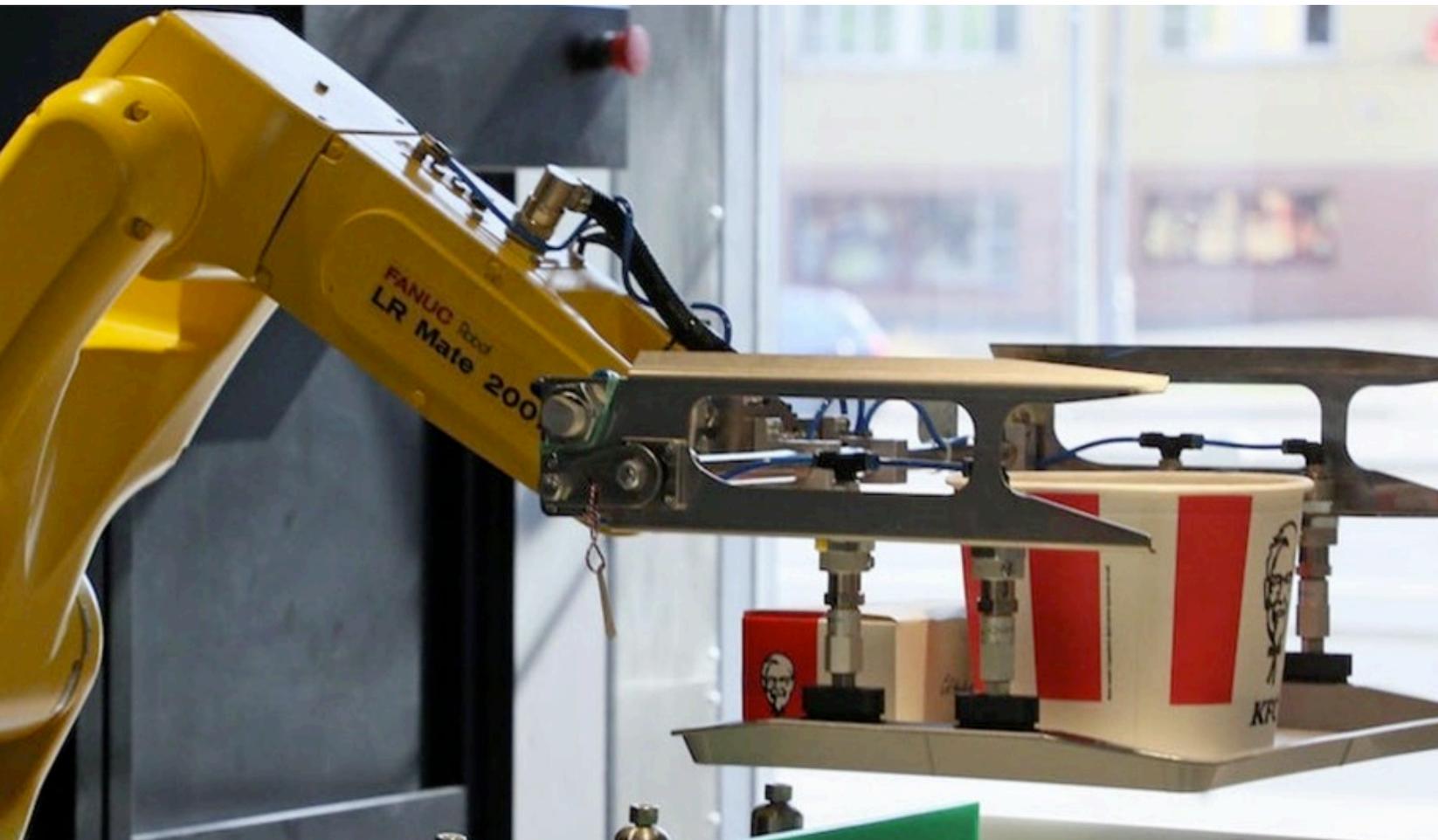
The venues that we consume food out of home are places of connection, community, excitement and decadence that is very powerful, the the future experience will change

9. Re-thinking Space



Optimising space is the COVID era will be key. With risks of infection said to be lower outside, so alfresco eating becomes part of new normal.

10. Automate



There had been incremental application of robotic use in foodservice for years, but now with a need for human distance and contact free, the robotic world has a new relevance



We're here to help and support

As part of supporting the food and drink industry in the unprecedented time we're running a 12-part series examining the longer-term impact on food & drink and the future foresight horizon as a result of COVID-19.

Be sure to follow us on our social channels for the latest free to access content.



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If we can support further with future food and drink trends foresight, we look forward to speaking with you. Drop us a line - helpme@thefoodpeople.co.uk

thefoodpeople™

shifting the future of food and drink

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