



# IT'S A SPEED GAME

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The days of customers  
coming to your counter  
and ordering are over





**Speed matters!**

60-70% of total sales for QSRs are  
through the drive through window



# TODAY, OFF-PREMISE ORDERS ARE THE MAJORITY

**Insights from NRA's recent "Harnessing Technology to Drive Off Premise Sales" study**

**60% of restaurant consumer experiences are now off-premise**

92% of consumers use the drive thru as an option at least once per month

34% of consumers use delivery more often than they did a year ago

79% of consumers use restaurant delivery (53% use third party) monthly





**Customers.**

They're everywhere you  
need to be and they want what they want  
now!

# AS OWNER OPERATORS, HOW DO WE ADAPT?

Invest in Off-  
Premise  
Technology

Prioritize  
Strategic  
Equipment  
Purchases

Optimize  
Efficiency

# INVEST IN OFF-PREMISE TECHNOLOGY

**Off-premise technology is becoming a table stakes facet of smart operation**

What do we mean by off-premise technology?

- Apps for ordering
- Third-party delivery – The impact on your operations can be significant
  - Be prepared to loose 25% on each order
  - What is the impact on speed of throughput? Retrofitting a second make line can be expensive and challenging
  - Know what your kitchen can handle at peak premise / off-premise times (goes for your app too!)
- Other strategic partnerships that extend how customers interact with your brand to order and receive food – think ghost kitchens

**>>>> 43% of consumers place food orders through apps, but only 18% of us offer our own apps. That means we are losing opportunities for loyalty and engagement**

# PRIORITIZE STRATEGIC EQUIPMENT PURCHASES

**Use equipment to help adapt to the new non-linear ordering environment and re-tool your kitchen for today**

## *Rapid cook ovens / multi-cook ovens / ventless*

- Use less space in a world of shrinking kitchens
- Handle customized and made-to-order with high throughput in smaller production space
- Kitchen-less needs – c-store, airports, office buildings

## *Kiosk ordering*

- Reduces wait time
- Extends the service of your staff without increased labor costs
- Opportunity to add to average check value – “Do you want fries with your order”?

## *Target customers*

- Invest in tech that can locate customers and drive relevant messages to boost traffic and sales

**>>>> 50% of restaurant operators who offer location intelligence say it positively**



# OPTIMIZE EFFICIENCY

**Focus on speed and throughput to ensure experiences that keep customers coming back**

## *Train, train and train again*

- Ensure your teams are up to date on new tech and how to focus on accuracy and speed
- Helps protect against reduced labor forces – ensure your labor is effective as possible

## *Prioritize menu innovation*

- Develop concepts that work well with new equipment, consumer tastes and today's expectations
- Focus on reducing assembly and complexity with menu choices

## *Reduce equipment downtime*

- Perform regular maintenance
- Look into certification for key team members to maximize equipment performance



# KNOW THIS IS NOT GOING AWAY

## This is our future

- New kitchen equipment focused on maximizing throughput and space will continue to be developed
- Customer expectations for speed will increase
- Related technology will be created outside of our industry that will impact how we work

>>> For instance, 69% of consumers say that would use vehicles with built-in heating trays to keep food warm





# WHAT QUESTIONS SHOULD YOU ASK YOURSELF?

## Start examining your operations now

- Is my kitchen ready for new equipment?
- What is my available space?
- How dramatically can I change my footprint?
- Do I have the right outlets?
- Am I partnered with the right manufacturers and tech partners?
- How will I service equipment?
- How do I train my teams?





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