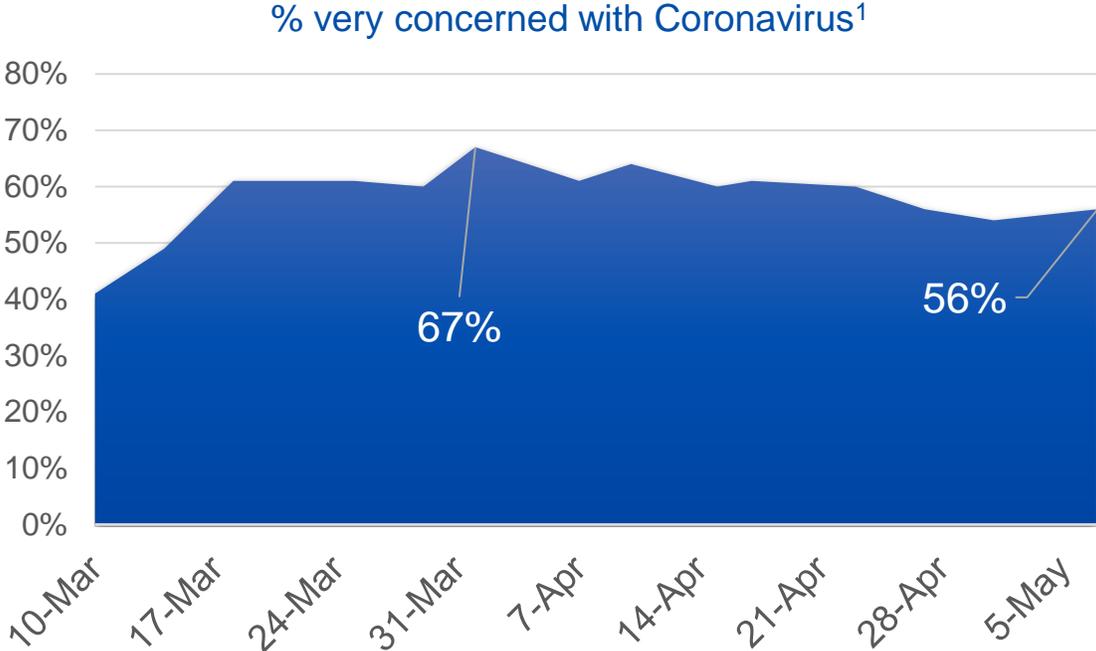




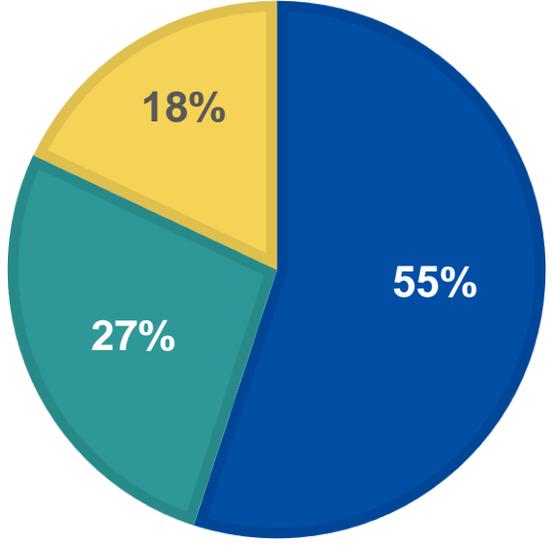
SERVE WITH CONFIDENCE.®

Concerns over COVID-19 are declining, but Americans are still worried.



Avoidance of eating out is steady but down slightly from a month ago. These numbers will likely continue to fall as more dining rooms reopen.

- Definitely avoid eating out
- Nervous, but will still eat out
- Have no concerns



Datassential: The Next Phase, May 8, 2020



SERVE WITH CONFIDENCE.®

The aspects of dine-in service that people are looking forward to the most are:

Socializing with friends/family – 39%

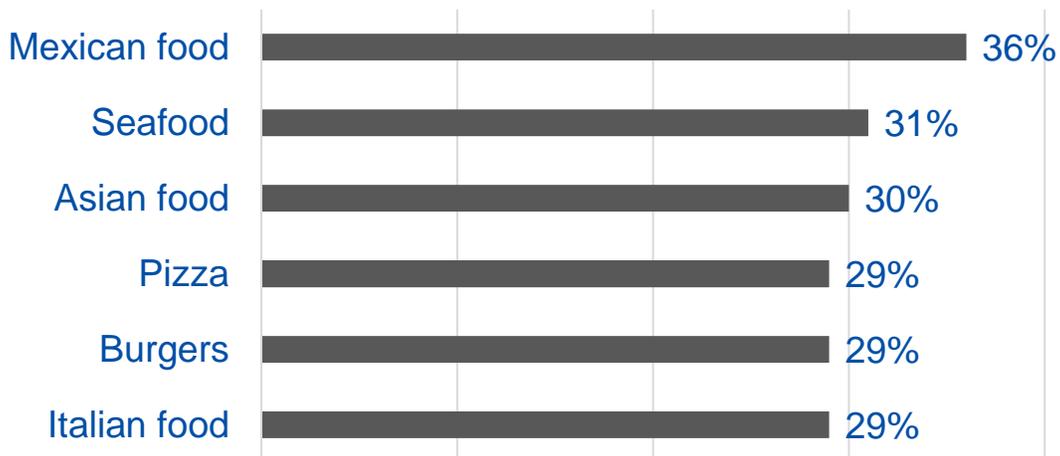
Variety (“different from what I normally cook”) – 30%

Convenience – 28%

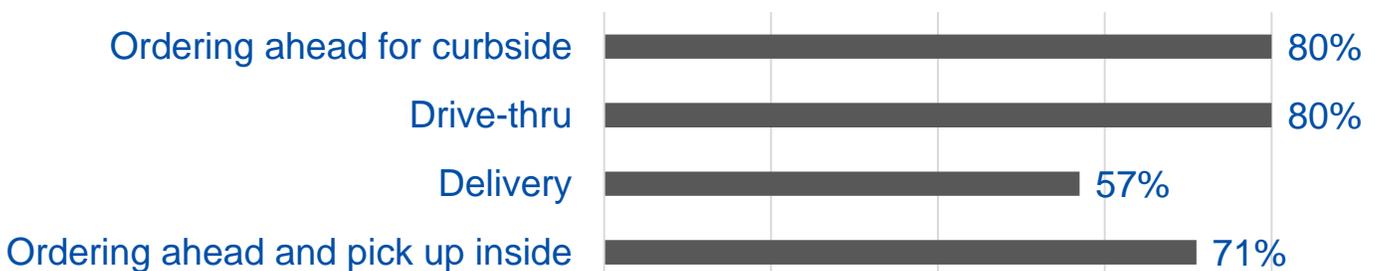
Food that’s freshly made – 28%

Food that’s hard to make at home – 26%

What diners crave/miss the most from restaurants is:



Social distancing is still seen as the safest tactic related to dining out. Here are the specific approaches that consumers are most comfortable with:



BUTTERBALL®

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A Look at Operators

Due to COVID-19, operators are¹

Encouraging more customers preorder for pickup – 61%

Offering more pre-packaged grab-and-go items – 56%

Reducing the number of menu items – 46%

Shifting focus to a daypart not previously emphasized – 40%

They say the most helpful manufacturer/distributor support includes²

Food and beverage product support – 45%

Cleaning product support – 42%

Information about steps to address COVID-19 – 39%

As of May 3, 90% of Top 500 promotions were COVID-19 related. Examples include¹

Meal kits

Pantry-fill-ins

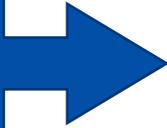
Family Meals



¹Technomic State of the Industry, May 2020

²Technomic COVID-19 Foodservice View, May 2020

Butterball recipes to share that will satisfy cravings and travel well, whether for delivery or patron pick-up.



Trade articles to read:

[Reopening? Here are 4 ways restauranteurs can reset the table](#)

“...restaurants are now looking to cut costs beyond reducing staff and hours of operations. To prepare to reopen, restaurants can analyze their POS data for food cost savings...and look for which menu items can temporarily be eliminated.”

[Operating Restaurants in a COVID-19 Environment](#)

“...menu abstracts should also be evaluated. And that doesn't just mean for best selling items, either. The contribution margin of each item should also be heavily weighed into account. In some cases, can a less expensive product produce the same quality outcome?”

[3 Ways Restaurants Will Adapt to a Post-COVID World](#)

“To succeed in a post-COVID world, restaurants will need to revisit both their dine-in and delivery and pickup offerings to enable a more seamless, and safe, experience for guests.”

BUTTERBALLFOODSERVICE.COM

Chorizo Street Tacos



Kung Pao Turkey Salad



Buffalo Turkey Burger



Turkey Bento Boxes

