

Covid-19 Impact on Restaurants

IMPACT



OWNERS' CHALLENGES

Owners face immediate financial challenges and have concerns about a second wave of infections.

86%

Owners made staff reductions

55%

Capacity threshold needed to be profitable

\$7,400

Average amount restaurant owners plan to invest to adapt to new operations

6+ Months

66% of owners say it will take at least 6 months to recoup that expense

OWNERS' CONFIDENCE

Amid challenges and concerns, restaurant owners have mixed feelings on whether they will be able to stay in business for the next 12 months.

45%

Very Confident

46%

Somewhat Confident

9%

Not Confident

TOP TEN CONCERNS

- 1 A second wave of infections
- 2 Supply chain reliability
- 3 Regaining lost customers
- 4 Weakness in local economy
- 5 Understanding consumers' needs to feel safe
- 6 Keeping informed about rule changes
- 7 Understanding the rules to be in compliance
- 8 Understanding employees' needs to feel safe
- 9 Recouping compliance costs
- 10 Being sued by a customer

RESTAURANTS' NEEDS TO SUCCESSFULLY REOPEN

Restaurant owners need financial relief and clear, consistent standards to successfully reopen.

59%

31%

Reduced local, state and federal fees related to restaurant

58%

32%

Tax credits for restaurants with unused and expired product due to COVID-related closures

57%

34%

A set of universally recognized standards and rating system that all restaurants can follow and share with customers

56%

36%

Collaboration with public health officials on sanitation mandates

56%

36%

Specialized state and federal funds earmarked for restaurant recovery

55%

28%

Flexibility in laws to allow alcohol sales for takeout or delivery service

53%

38%

Extended tax deferrals for restaurants

53%

37%

More flexibility in the Paycheck Protection Program (PPP) requirements

51%

39%

Partnerships with trusted brands to help build consumer confidence in returning to restaurants

■ Significantly benefit ■ Somewhat benefit

INNOVATION

Consumer demand for new services is higher than current availability at restaurants.

95%

of restaurants innovated in order to remain competitive during the COVID shutdown

GROCERY SALES

are the biggest opportunity for restaurants to continue to innovate.

TOP SERVICES CONSUMERS ARE LIKELY TO USE VS RESTAURANT ADOPTION

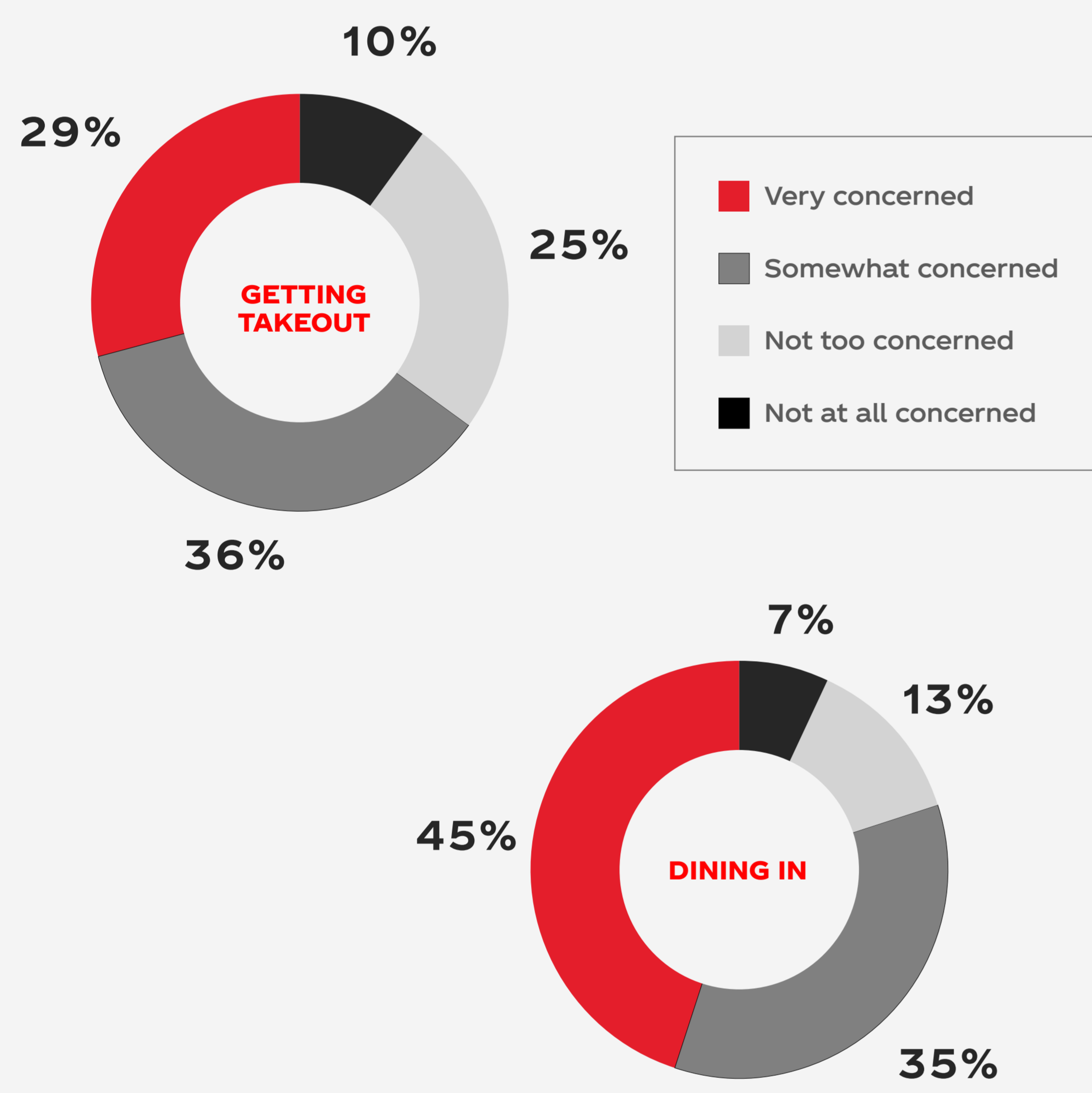
■ Services consumers willing to use ■ Current service restaurants provide



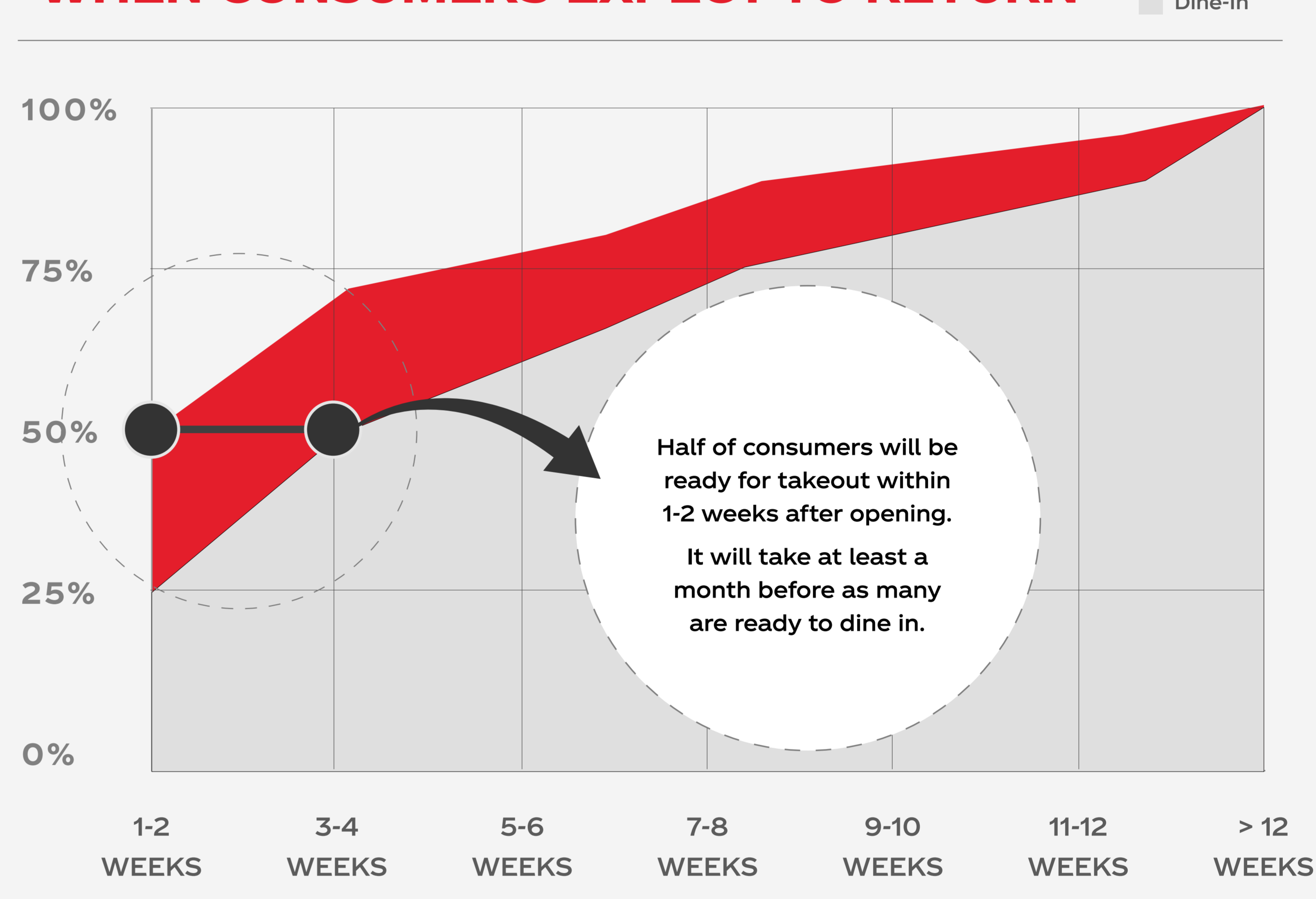
REBUILDING CONFIDENCE IN HEALTH & SAFETY

Consumers' health & safety concerns lead to delay in return to restaurants.

CONSUMERS' CONCERNS



WHEN CONSUMERS EXPECT TO RETURN

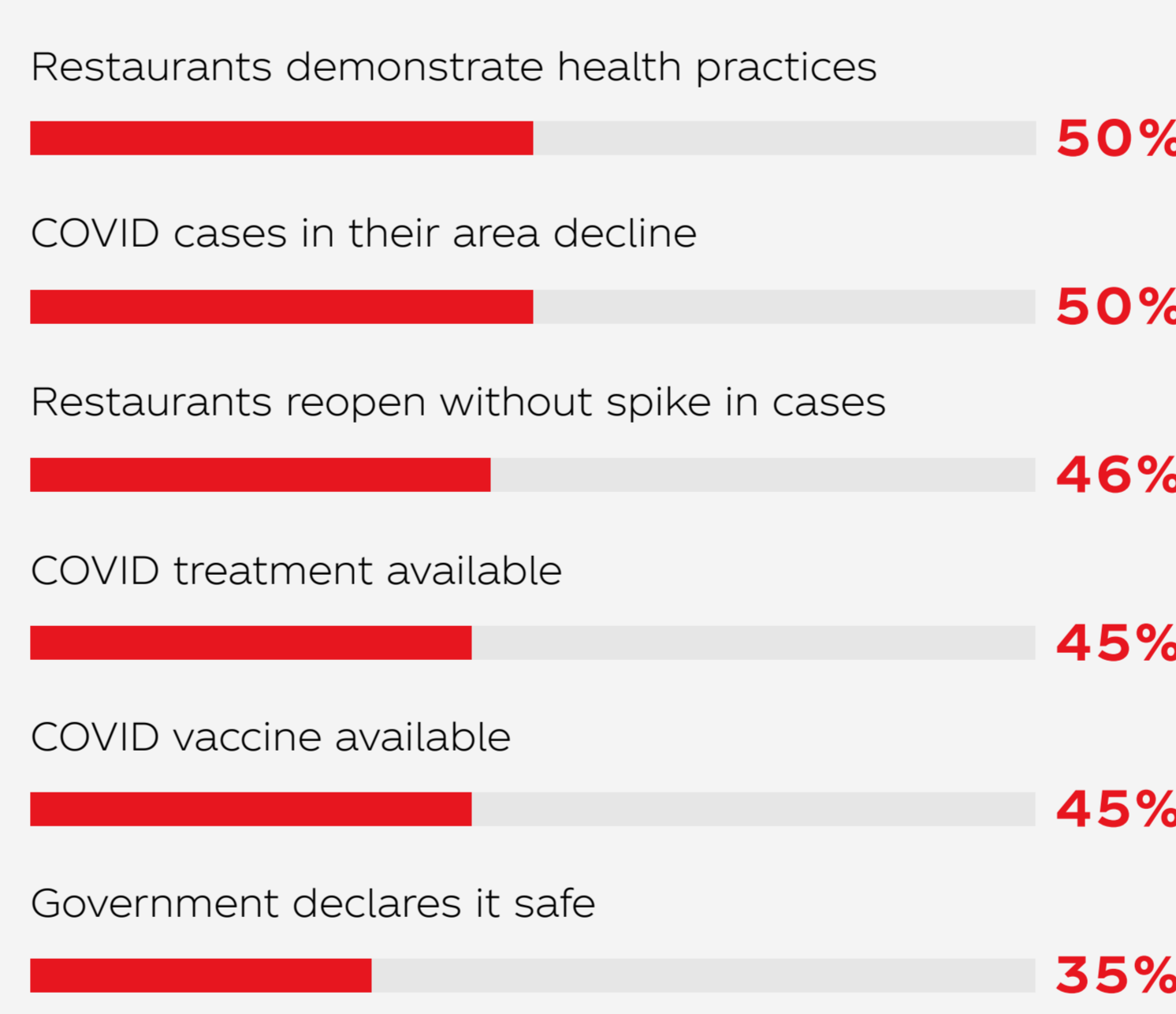


FACTORS DRIVING RETURN

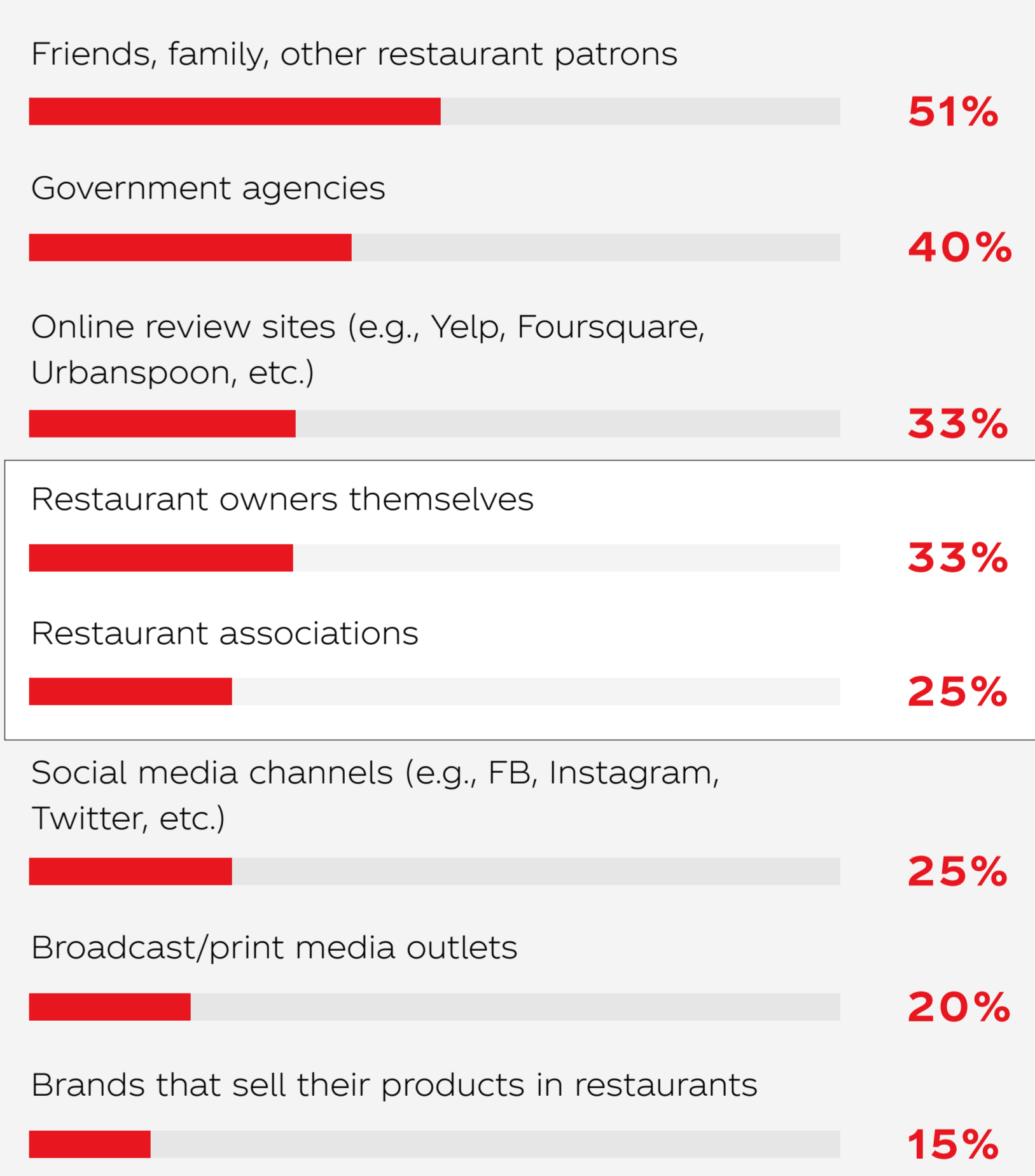
For patrons to return, restaurant owners' demonstration of safe practices is more important than a vaccine or treatment.



Factors Driving Consumers' Decision To Return To Restaurants



Trusted Sources About Restaurant Safety



PATRONS WANT CONTROL

Restaurant patrons want control of their health and safety when dining and do not want to be burdened.

CONSISTENT RULES

Restaurant owners and their patrons are looking for consistent rules for safely opening and operating.

94%
PATRONS

92%
RESTAURANT OWNERS

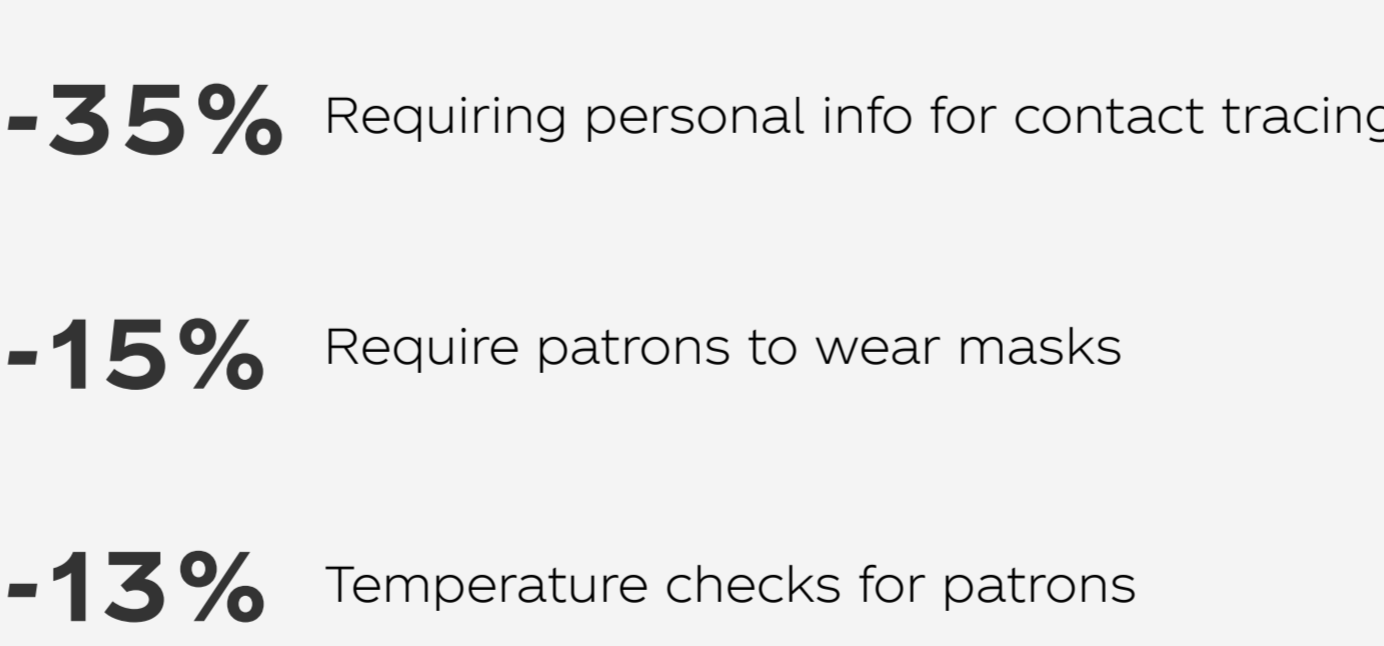
WANT UNIVERSAL STANDARDS FOR RESTAURANTS TO FOLLOW

Impact on Consumers' Likelihood To Eat at a Restaurant

MOST POSITIVE IMPACT



MOST NEGATIVE IMPACT



■ Positive impact ■ Negative impact

Most Common Restaurant Health & Safety Measures



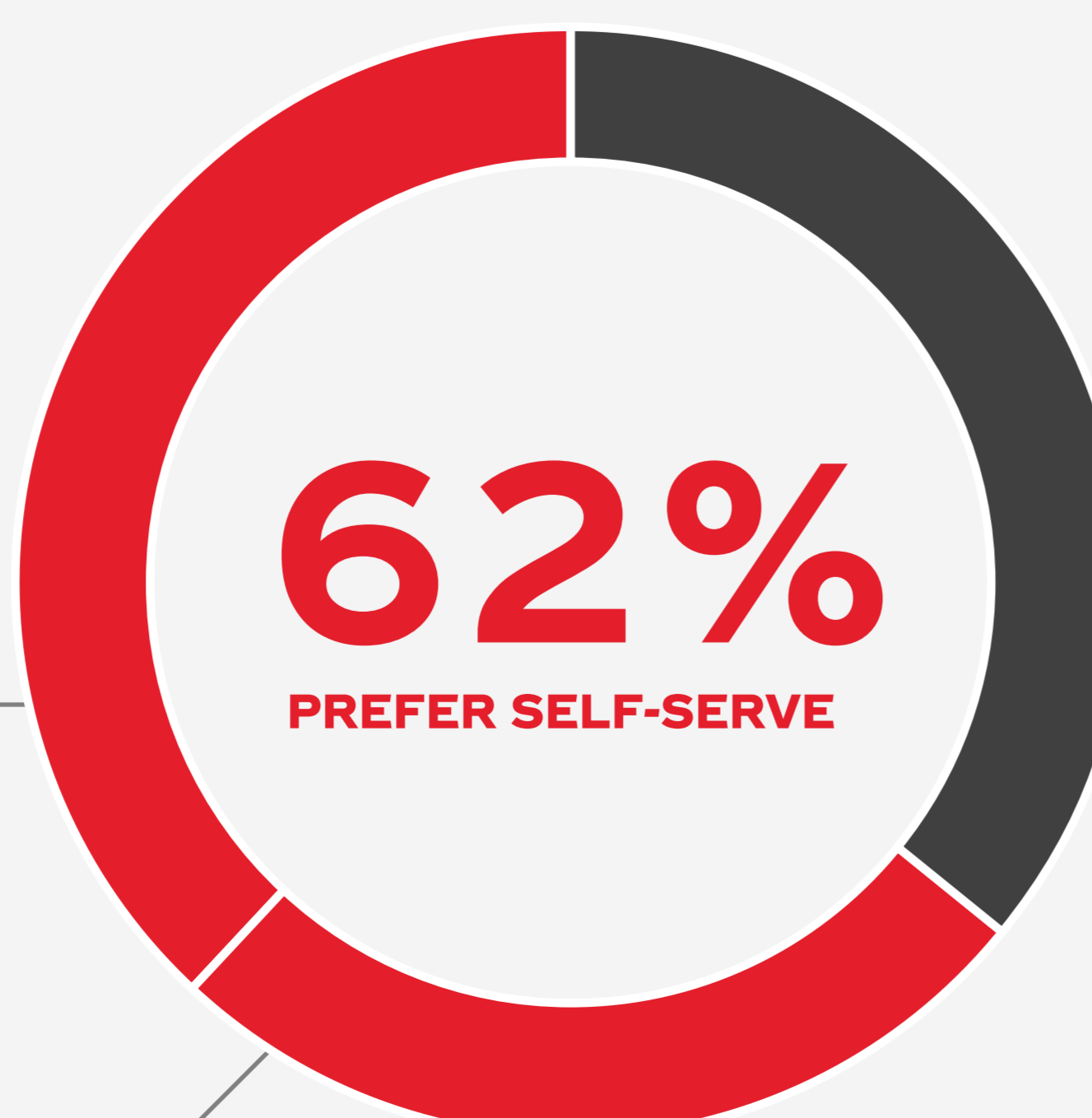
SELF-SERVE FOUNTAIN SAFETY MEASURES

Restaurants are taking measures to continue to allow patrons to safely access self-serve fountain beverages.

Consumer Preferences From Fountain Service

36%
Prefer self-serve fountain beverages where I can get my own cup, lid, straw and drink

26%
Prefer self-serve fountain beverages if cups, lids and straws are stored behind the counter, but I can serve my own drink



38%
Prefer the restaurant staff to serve/pour fountain beverages

Most Common Restaurant Health & Safety Measures

