

FOODBYTES



DISCOVER

FOOD STUDIO

HOW TO
CREATE & TWEAK CONCEPTS

AND GET
REAL-TIME DATA-DRIVEN FEEDBACK

ALL FROM
THE COMFORT OF YOUR OFFICE CHAIR

JUNE 2020

| ISSUE 78 |

**YOUR FREE DATASSENTIAL
TREND REPORT**



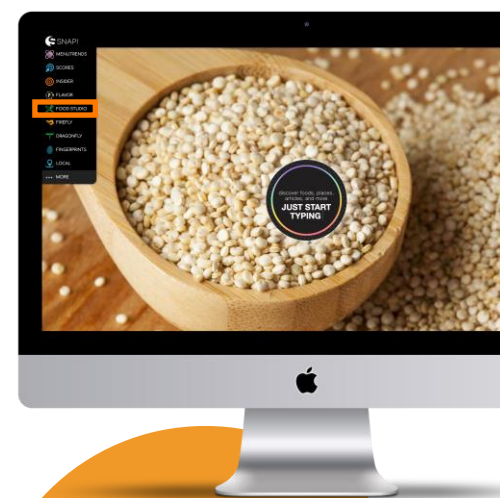
YOU ARE AN ARTIST

It's true! It takes a lot of art and creativity to craft new and interesting products and concepts that will resonate with consumers. But art is only half of the process – you also need the science and data, as well.

Datassential's Food Studio combines your art with our science so you can **create crave-worthy products and dishes**, all from the comfort of your home office chair. Food Studio gives you real-time feedback as you create, so you can instantly see what's working and what isn't. We built Food Studio using our Haiku machine-learning AI engine, which is trained against millions of dishes to predict how consumers will react to your creation.

Whether you're working from home or back at the office again, you can use Food Studio to make sure your pipeline is full of data-backed concepts that will appeal to consumers. In fact, we've been asked to guide so many chefs and research & development teams through the Food Studio process recently that we're dedicating this issue of **FoodBytes** to Food Studio. In the pages ahead you'll find a simple step-by-step guide to using the platform, tips and tricks from our experts, ingredients to swap in to increase *appeal* scores, and so much more.

Of course, we're still happy to guide your team through the process. Or, if your ideation isn't powered by Food Studio yet, ask us about a subscription. Simply reach out to your client service representative or send us an email at hello@datassential.com.



Access Food Studio
through
Datassential's
SNAP portal.

WELCOME TO YOUR STUDIO

Welcome to your **Food Studio**, where you can create products and concepts and get instant, real-time feedback and data to help you hone and tweak it before testing and launching. Where do you begin? First, let's create a product using the main **Food Studio** interface. For now, we'll focus on the left side of the screen:

The screenshot shows the Food Studio interface. On the left, there are three numbered callouts: 1 points to the 'name your item' field, 2 points to the 'now describe it' field, and 3 points to the table of ingredients. The table has the following data:

	MAC Stage	Menu Penetration	Menu Growth	% Who Like It (total us ↘)	Skews	Pairings
asian food	ubiquity	31.4%	+2%	64%	asian, west	1 1 1
flour tortilla	ubiquity	20.9%	+6%	71%	hispanic, west	1 1 1
taco	ubiquity	27.4%	+15%	82%	none	2 1 0
korean bbq	adoption	2.2%	+56%	35%	asian, millennials, west	2 1 0

Below the table, the 'name your item' field contains 'KOREAN BBQ TACOS' and the 'now describe it' field contains 'Three Korean BBQ tacos on flour tortillas with crunchy Asian-inspired slaw.' There are also callouts for 'scrambled' and 'jalapeno pe' on the right side of the interface.

STEP ONE - CREATE

- 1 Give your creation a name.** Focus on the format and key ingredients.
- 2 Add additional ingredients and descriptors** you want to use on the menu.
- You'll see the **ingredients pop up in the table in real time**, letting you know where each option falls in Menu Adoption Cycle (MAC), its menu penetration from and 4-year growth from **MenuTrends**, the percentage of consumers who like it from **FLAVOR** (you can also tweak this column to focus on only the demographic you are targeting), which demographics it skews towards, and how often it is paired with other ingredients in your creation.

PRO TIP:

When starting off, don't go too crazy with over-the-top marketing terms and flowery language. Focus on the main ingredients and elements of the dish.

STEP TWO - UNDERSTAND

You pressed enter and a bunch of stuff happened! Words popped up, leaves starting falling, gauges shifted, numbers increased. What does any of it mean?

Now it's **time to dive deeper into the data behind your creation:**



1

You'll probably look at these scores first: **appeal** and **rarity**. The *appeal* score tells you the likelihood that consumers will love your creation. The *rarity* score measures the uniqueness of the individual ingredients in your creation on a scale of 1-100 (the higher the score the more rare the item is). You can also benchmark your *rarity* scores against specific item types, segments, or even a particular chain menu (it may be pretty unique for a midscale chain, but a little less rare at an adventurous upscale brand). Also check out the *pairability* score, which will let you know if you've combined ingredients in a way that is fairly common or in a way that will surprise consumers.

2

Now **really take a look at that data in the main ingredient table**. Where do items fall in the MAC? Are they all unique and unknown to consumers (Inception) or pretty standard and common (Ubiquity)? Are these ingredients growing or declining trends? Do consumers generally like them? Are your ingredients paired together pretty often or very rarely?

3

You can also easily **measure your item's trendiness here**. Quickly see how many of the ingredients you are using are trending and where they all fall on the MAC.

STEP THREE - TWEAK IT

Who says you can't play with your food? Now it's time to take all of that data and information and start tweaking your concept (unless it was absolutely perfect on the first try, of course). Here's how to fiddle with your food for fun and fortune:

	MAC Stage	Menu Penetration	Menu Growth	% Who Like It (total us ↕)	Skews	Pairings
chicken	ubiquity	95.5%	flat	88%	none	6 0 0
chips	ubiquity	56.0%	+5%	85%	none	5 1 0
corn tortilla	ubiquity	16.9%	+9%	62%	hispanic, west	5 1 0
nacho cheese	ubiquity	3.4%	+15%	68%	hispanic, millennials, midwest	2 1 3
smoked	ubiquity	49.7%	+5%	70%	none	- - -
taco sauce	ubiquity	1.3%	-3%	64%	millennials, midwest	3 0 3
korean bbq	adoption	2.2%	+56%	35%	asian, millennials, west	2 2 2
street taco	adoption	2.8%	+81%	46%	hispanic, west	3 1 2

38% trending
 3 of your 8 components are growing on menus
 MAC 0 2 0 6
 inception adoption proliferation ubiquity

name your item **KOREAN BBQ CHICKEN STREET TACOS** this item is a mexican dish

now describe it Three smoked Korean BBQ chicken street tacos made with corn tortillas and served with taco sauce, nacho cheese, and a side of chips.

grilled chicken
 marinated
 wood smoked
 honey cured
 strong appeal
 64 rarity
 pairability
 vs everything
FOODSTUDIO

1 2 3

Now you can start tweaking your creation. **Play with the ingredients and swap options in and out.** What if they were Korean BBQ street tacos? Swap out core options in the name of your item *and* in the description and see how *appeal* and *rarity* scores are impacted.

Looking for inspiration? Click on the falling leaves – **these are suggestions to either add or swap out in your creation.** If you are looking to boost the *appeal* or *rarity* scores, click on those gauges and all of the leaves will change to suggestions that help boost those particular scores.

Happy with your creation? Want to come back later? **You can export it, share it, and/or save it to your library.** That export gives you a PowerPoint file with all of the key information about your creation plus a MAC for use in your own presentations.

APPEAL BOOSTERS!

Looking for a little help to get you started? Here's your very own cheat sheet to boosting *appeal* scores. Take a look at some initial concepts and then see how adding one of these ingredients increases their *appeal* score. As you use **Food Studio**, you'll start to find other appeal boosters, you'll start to remember where ingredients fall on the MAC (so you can easily increase trendiness scores), and you'll generally become better at creating high-scoring concepts.

PRO TIP:

Food Studio's machine learning engine takes a lot of variables into account, so you can't just add cheese or bacon to anything and boost the *appeal* score. Try entering "cheddar ice cream."



ADD BACON!

BBQ CHEESEBURGER

A chargrilled Angus beef burger topped with BBQ sauce, swiss cheese, and fried onions.

—● STRONG APPEAL

BBQ BACON CHEESEBURGER

A chargrilled Angus beef burger topped with BBQ sauce, **bacon**, swiss cheese, and fried onions.

—● VERY STRONG APPEAL



SWAP IN CHEESE!

MUSHROOM PASTA

Penne pasta in a creamy black pepper sauce topped with spinach and basil.

—● WEAK APPEAL

MUSHROOM & THREE-CHEESE PASTA

Penne pasta in a **creamy asiago sauce** topped with **parmesan**, **pecorino**, spinach, and basil.

—● STRONG APPEAL



MMM CHOCOLATE!

BLUEBERRY SHAKE

Frozen wild blueberries, almond milk, frozen yogurt, and honey.

—● WEAK APPEAL

BLUEBERRY CHOCOLATE SHAKE

Frozen wild blueberries, **dark chocolate**, almond milk, frozen yogurt, and honey.

—● MODERATE APPEAL

BAKER'S SQUARE

**LOADED HASH BROWNS
BREAKFAST PLATTER**

1

Two eggs, any style, two cherrywood-smoked bacon strips, two sausage links, and loaded hash browns.



POTBELLY

**PIT-SMOKED BRISKET
SANDWICH**

2

Brisket smoked for 13 hours topped with cheddar, pickles, red onions, and sweet-smoky barbecue sauce on a sub roll.



NINETY-NINE RESTAURANT & PUB

**SALTED CARAMEL
ICE CREAM PIE**

3

A towering treat! Graham cracker crust filled with locally-made salted caramel ice cream, drizzled with caramel and chocolate sauce and topped with whipped cream and almonds.



**THIS WILL BE
ON THE TEST**

Once you've got the perfect creation, you can **send it to real-world concept-testing with a subscription to our SCORES database**, which will test it against thousands of LTOs and new menu items from major chains. Here are a few real-world concepts from major chains that we also entered into **Food Studio** so we can compare their *appeal* score in Food Studio to consumers' actual purchase intent from **SCORES**.

1



2



3



FOOD STUDIO TIPS FROM THE DATASSENTIAL PROS



JANA MANN
SENIOR DIRECTOR

Filters are a surprisingly powerful tool. There are a huge variety of filters available under the "% Who Like It" column, so you can filter the data on options like foodies, health-focused consumers, households with kids, generation, region, and more, and the *appeal* score will update based on that filter. You can even filter by users of particular brands, restaurants, c-stores, supermarkets, segments, and delivery consumers (which is particularly important right now). Many of our clients develop products in **Food Studio** with a particular brand in mind and then take the data directly to that chain. It allows you to say, "This potential product can be very appealing to your specific customer base."

	MAC Stage	Menu Penetration	Menu Growth	% Who Like It (foodies →)	Skews	Pairings
toast	ubiquity	30.0%	+12%	85%	none	4 0 6
avocado toast	proliferation	4.9%	+2,562%	43%	asian, hispanic, millennials	2 0 8
tater tot	proliferation	7.2%	+78%	73%	none	0 1 9
gochujang	adoption	1.9%	+299%	10%	asian	0 1 9
nashville hot	adoption	1.0%	+1,597%	25%	african americans	1 0 9
furikake	inception	1.1%	+223%	5%	asian	1 1 8
matcha green tea	inception	3.3%	+226%	27%	asian	0 0 10
shakshuka	inception	1.1%	+292%	7%	none	2 0 8
tajin	inception	1.4%	+1,572%	13%	hispanic, gen z, west	1 0 9
impossible burger	-	1.7%	N/A	17%	none	1 0 9

11 of your 11 components are growing on menus
 100% trending
 MAC 4 2 2 2
 inception adoption proliferation ubiquity

pickled
 sesame soy
 shoyu
 chili lime
 honey garlic

very weak appeal
 pairability
 92 rarity 1
 vs everything

name your item **IMPOSSIBLE AVOCADO TOAST** this item is a breakfast dish
 now describe it Nashville hot Impossible burger patty on toast topped with avocado, tajin, and gochujang. Served with shakshuka loaded tater tots topped with furikake and matcha

clear

THE TRENDIEST CREATION



We packed this concept with some of the fastest-growing trends on menus. In fact, we may have went a little too crazy. Our **Impossible Avocado Toast** with a Nashville hot Impossible burger patty, toast, avocado, tajin, and gochujang served with shakshuka loaded tater tots and topped with furikake and matcha scores a whopping 92 in rarity and 100% in trending ingredients, but doesn't do so well in appeal. How would you tweak it?



JAMIE HOWE
DIRECTOR

I love to help customers **use Food Studio to create globally-inspired products that will really resonate with U.S. consumers.** Some global dishes and ingredients are still very new to U.S. consumers, so they may not score as well if you use a lot of unfamiliar terms that rarely appear on U.S. menus. But in **Food Studio** you can test out more familiar terms and get real-time feedback. For instance, you may enter "xiao long bao" into **Food Studio** and the scores are relatively low, but what if you tried "dumplings" instead? It's still being true to what that dish is, but describing it in a more familiar way.

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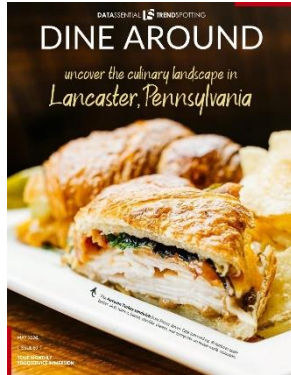
by DATASSENTIAL

Ready to jump in?

Send us a message at hello@datassential.com and we'll get you started.



LAST MONTH'S TRENDSPOTTING



DINE AROUND

In last month's issue, we drove our buggy to **Lancaster, PA**, home to the largest Amish community in the U.S. We checked out scrapple, apple butter, shoofly pie, and a diverse food scene (Central African peanut stew, anyone?)

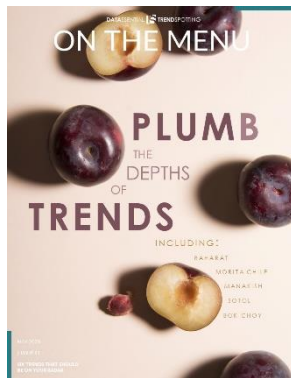
IN JULY: Scottsdale, AZ



INTERNATIONAL CONCEPTS

Last month we took a virtual trip to **Japan**, updating our issue from five years ago to check in on the country's chain scene. We found some unique ramen, bowls, pizza, and more.

IN JULY: Spain Update



ON THE MENU

In *On the Menu* we featured some trends from the Middle East, including manakish and bahārāt. We also covered Mexican sotol, morita chiles, bok choy, and plums.

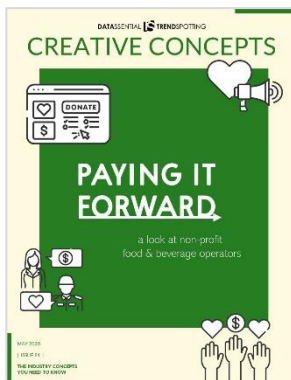
IN JULY: Asadero cheese, jungle bird cocktails, watermelon radishes, and more.



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Why exactly is cheese an appeal booster in Food Studio? Last month we covered the latest cheese and dairy data from our Cheese & Dairy Keynote Report.

IN JULY: Get ready, big changes are coming...



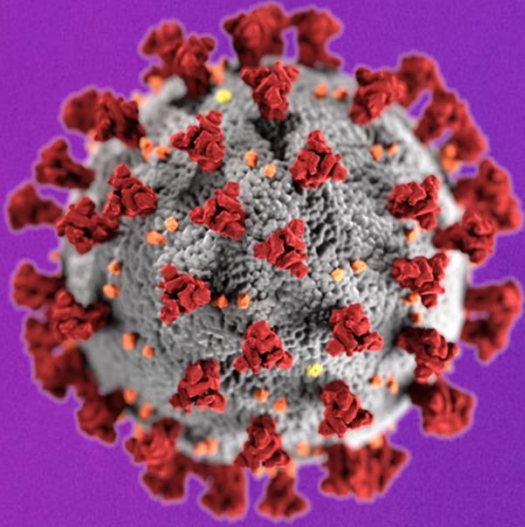
CREATIVE CONCEPTS

Last month, we looked at **non-profit operators across the country**. Discover concepts ranging from restaurants where you can volunteer your time to pay for your meal to a bar where knocking back a beer does more than just help your beer bod.

IN JULY: Next-Generation Hotel Concepts



For information about an issue or to subscribe to a title, contact Datassential Business Development Manager Susan Cohen at **312-219-6428** or susan.cohen@datassential.com.



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LODGING

a  SNAP! keynote

in-depth analysis of consumer behavior and perceptions

guest visitation frequency by lodging segment

hotel consumer affinity for F&B, compared with overall population

overview of the rapidly-growing home sharing segment

deep dive into operator foodservice programs

close examination of lodging operational goals and challenges



Check out the data packed into this report. Whether it's at a cozy bed and breakfast, luxury five-star resort, homely motel, or an Airbnb rental, most consumers have stayed at a lodging location within the past six months. Most of these guests also obtained food on-site from venues like the free-breakfast bar, room service, and even delivery from local restaurants. Datassential's Lodging Keynote Report includes a comprehensive consumer and operator overview of numerous lodging segments, including home sharing, as well as insights from some of the most powerful analytics tools in the food and foodservice industries, Firefly and FLAVOR. **Rest easy knowing we've got you covered.**

LODGING

a  SNAP! keynote

Topics covered

explore the lodging visitation behavior of 1,000 consumers

- o learn which segments appeal to different guests and the frequencies of their stays
- o discover how consumers interact with lodging foodservice

analyze guest motivations, perceptions, & affinities

- o spot key behavioral differences among guests at numerous segments including bed & breakfasts, high-end hotels, motels, rentals, and more
- o compare classic amenities like the free breakfast bar against newer options such as micromarkets and app-delivery services
- o see how apartment and home rentals have affected the overall industry

discover operator goals & challenges across 7 segments

- o understand the top priorities and challenges faced by a diverse panel of operators
- o identify where outside digital delivery fits into the overall landscape
- o diagnose how COVID-19 has impacted lodging with included data from Datassential's latest research

dive deeper with the top tools in the industry

- o examine an inclusive overview of the entire US lodging landscape with Firefly data
- o contrast the top loved/liked foods and beverages among hotel consumers against the general population with FLAVOR

From the report

● CONSUMERS

96% of consumers visited any type of lodging location in the past six months

84% ordered a food or beverage item at a lodging venue in the past six months

33% of consumers' most recent stays utilized a hotel's loyalty program

● LODGING OPERATORS

62% offer a free-breakfast bar

75% regularly update their menus in some capacity

97% say foodservice importance will increase or stay the same in the next two years

1,000 consumers

142 operators



report



x-tab tool



webinar

REST EASY. ORDER TODAY.

Contact Brian Darr at 312-655-0594 or brian@datassential.com

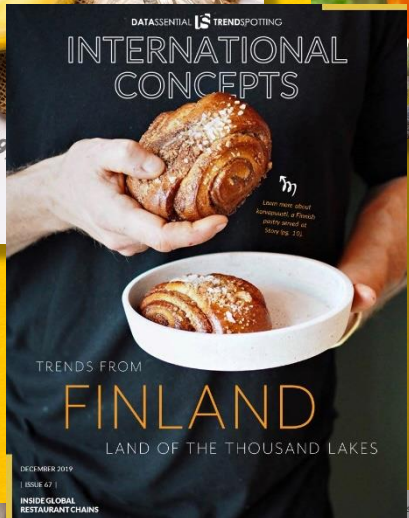
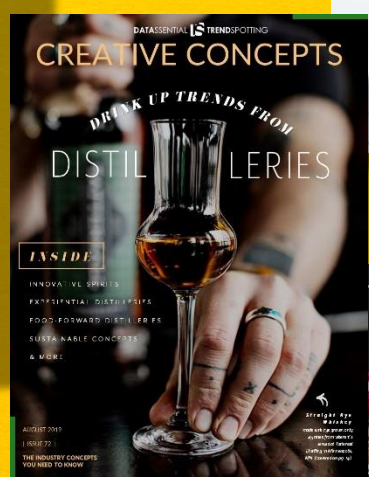
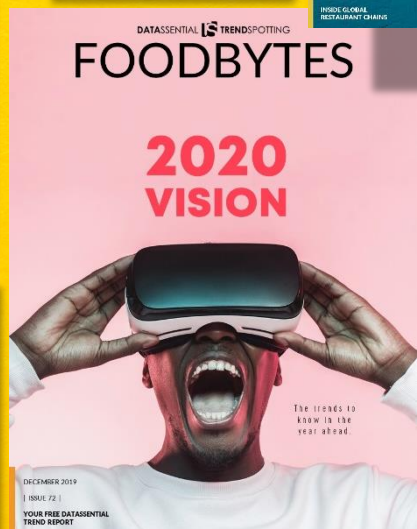
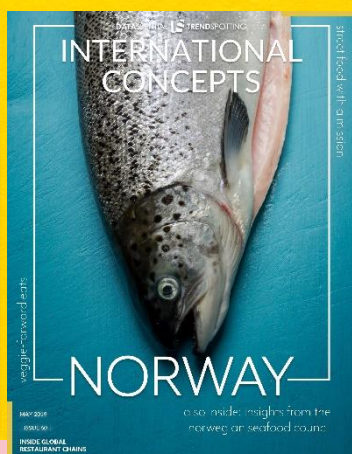
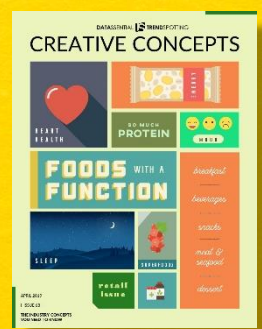
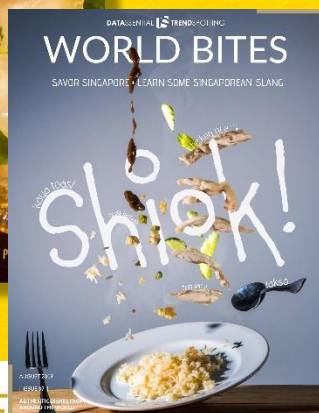
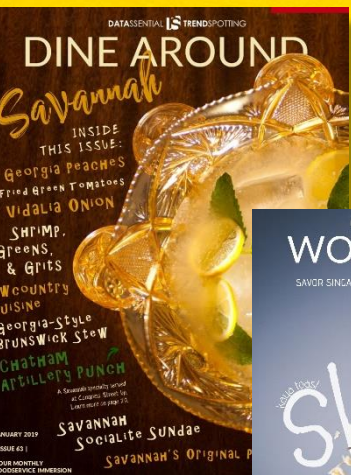


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