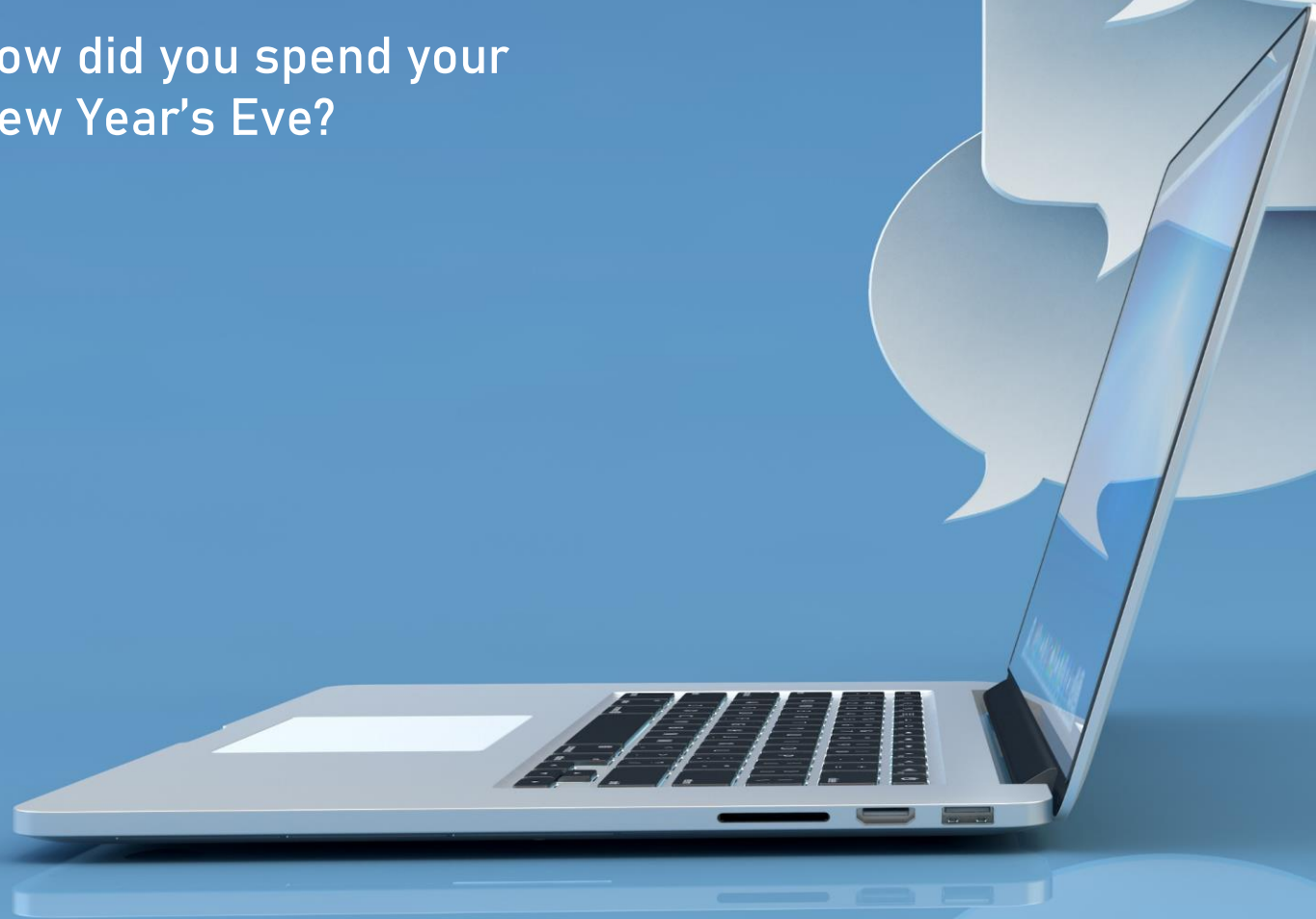
A large radio telescope dish is shown in profile, pointing towards a bright star in a starry night sky. The dish is illuminated with a red glow, and its support structure is visible. The background features the Milky Way galaxy and other stars. The text "SIMPLY SMARTER" is overlaid on the right side of the image.

**SIMPLY
SMARTER**

Chat!

How did you spend your
New Year's Eve?



All panelists



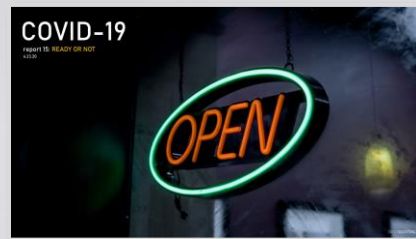
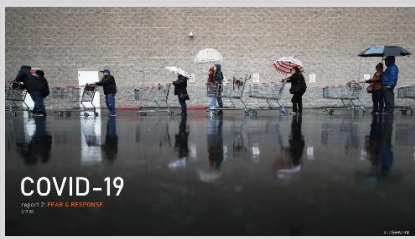
✓ All panelists and attendees

Alison Watson (Panelist)

To: All panelists and attendees ▼



Type message here...



datassential.com/coronavirus





FOODBYTES

YOUR FREE DATASSENTIAL
TREND REPORT

MAGRO TRENDS

From a vaccine to a new administration to technology, dive into the factors impacting 2021.

pg. 4

CHEF 3.0

What will it mean to be a chef in an era of fast-moving trends, ghost kitchens, social media, tech, and personalized celebrity?

pg. 9

FLAVORS TO KNOW

The top 10 early-stage flavors, ingredients, and dishes that you need to know in 2021 and beyond.

pg. 14



DATASSENTIAL'S ANNUAL
TREND FORECAST ISSUE
2021 EDITION

FOOD TRENDS BLAST OFF AGAIN

- + BIG PICTURE TRENDS
- + NEXT-GEN COMFORT
- + AMERICAN REGIONAL CUISINE
- + FUTURE OF PLANT-BASED
- + GLOBAL IMMUNITY-BOOSTERS
- + FROM ALCOHOL TO PSYCHEDELICS
- & SO MUCH MORE



TRENDS TO KNOW IN 2021

NEW YEAR, FRESH START: IT'S TIME TO GET BACK TO WORK INTRODUCING
CONSUMERS TO THE FOODS & FLAVORS THAT WILL WOW THEM

FROM  DATASSENTIAL

THE FUTURE OF THE CHEF
MODERN COMFORT
AMERICAN REGIONAL
FUTURE FUSEBIQUITY
GLOBAL IMMUNITY
PLANT-BASED EVOLVES
MIND ALTERING
+ 10 FLAVORS TO KNOW

© 2021 TREND FORECAST


DATASSENTIAL 7



THE AMAZING TRENDS EPISODE

THURSDAY JANUARY 21 @ 12PM CST





Applebee's Restaurant in Texarkana, Texas Breaks Ground on Brand's First Drive-Thru Pickup Window in U.S.

By **Field Walsh** - December 17, 2020





I Opened A Restaurant That Pays You To Eat At It



FREE RESTAURANT



0:02 / 10:38





Jack "CouRage" Dunlop

@CouRageJD

DUDE THIS IS SO DOPE @MrBeastYT



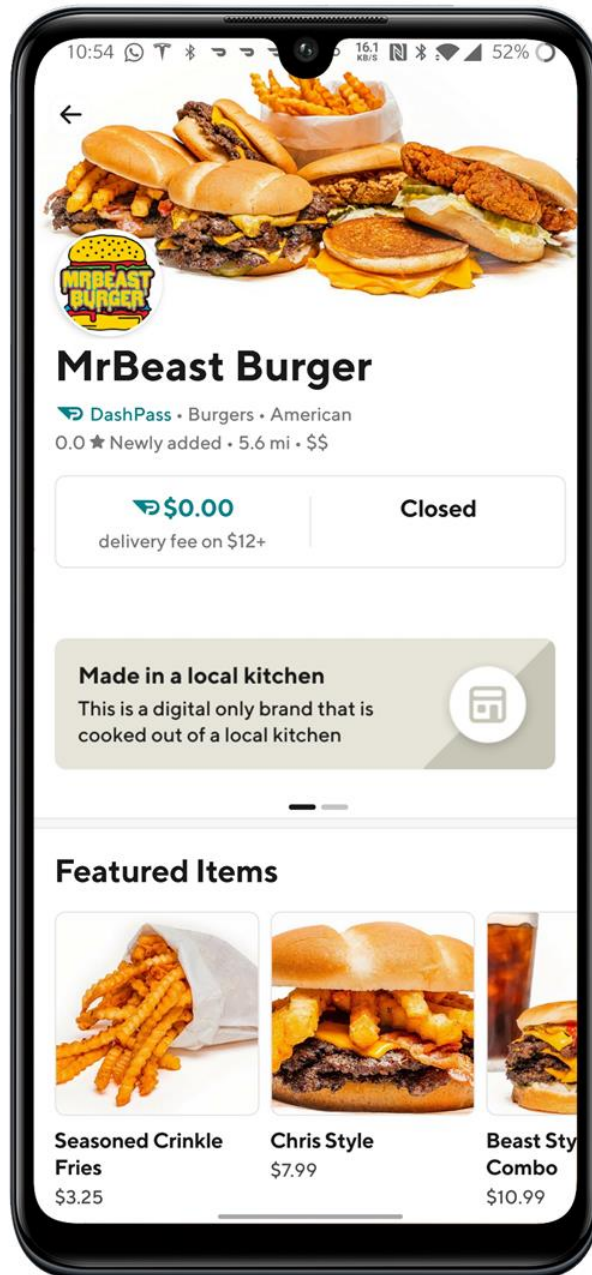
2:06 PM · Dec 20, 2020



51K



1.4K people are Tweeting about this





All panelists

→ ✓ All panelists and attendees

Alison Watson (Panelist)

To: All panelists and attendees ▼

...

Type message here...

Chat!

How are you feeling about the industry in 2021?



A PARTIAL RECOVERY THIS YEAR...

-28.4%

2020

+7.3%

2021

USA FORECAST



	2020	2021
RESTAURANTS		
QSR	-20.3%	+10.8%
Fast Casual	-24.6%	+3.8%
Midscale	-33.8%	+3.7%
Casual Dining	-35.2%	+4.7%
Fine Dining	-39.5%	+4.6%
RETAIL FOODSERVICE		
Deli	+2.4%	+2.7%
C-Store	-21.7%	+4.4%
ON-SITE FOODSERVICE		
K-12	-14.5%	+8.8%
C&U	-41.0%	+15.7%
B&I	-48.2%	+14.7%
Travel	-56.7%	+10.3%
Healthcare	-6.7%	+3.8%



Unit counts are powered dynamically by **Datassential Firefly** and change continuously throughout the year as each segment evolvesKey model assumptions can be found [here](#)

OVERVIEW

[click for more](#)

SEGMENT	UNITS	TOTAL 2020 IMPACT	2020 OPERATOR SPEND (\$B)	2020 VS. 2021	AVERAGE OPERATOR SPEND (\$)	2021 OPERATOR SPEND (\$B)	OPERATOR SHARE OF SPEND
TOTAL	1,402,900	-28.4%	\$204.1	7.3%	\$162,113	\$227.4	100%
Restaurants	713,264	-27.9%	\$119.7	7.4%	\$187,042	\$133.4	59%
QSR	311,500	-20.3	52.3	10.8	192,870	60.1	26
Fast Casual	80,274	-24.6	14.5	3.8	194,925	15.6	7
Midscale	117,455	-33.8	14.9	3.7	137,042	16.1	7
Casual Dining	185,380	-35.2	35.4	4.7	207,838	38.5	17
Fine Dining	7,836	-39.5	2.0	4.6	275,813	2.2	1
Food Truck	10,419	-41.0	0.4	15.7	46,144	0.5	<1
Ghost/Virtual Restaurants	400	+16.9	0.2	***	1,041,000	0.4	<1
Retail Foodservice	281,730	-8.7%	\$32.3	3.3%	\$123,014	\$34.7	15%
Supermarkets/Grocerants	102,432	+2.4	19.4	2.7	201,908	20.7	9
Convenience Stores	166,809	-21.7	12.2	4.4	79,157	13.2	6
Club Stores	1,793	+3.4	0.5	1.2	288,632	0.5	<1
Other Retailers	10,696	-43.4	0.2	5.2	23,664	0.3	<1
Education	130,149	-26.4%	\$14.2	11.3%	\$125,781	\$16.4	7%
K-12	125,804	-14.5	9.1	8.8	81,568	10.3	5
College & University	4,345	-41.0	5.1	15.7	1,405,897	6.1	3
Business and Industry	14,660	-48.2%	\$3.4	14.7%	\$278,394	\$4.1	2%
Office/ White Collar	6,927	-59.1	0.8	7.1	132,633	0.9	<1
Manufacturing/Warehouse	7,733	-43.4	2.6	17.1	408,963	3.2	1
Travel & Leisure	153,406	-56.7%	\$12.3	10.3%	\$91,492	\$14.0	6%
Recreation	74,156	-59.1	3.7	13.0	59,035	4.4	2
Lodging	77,095	-55.8	7.7	9.2	113,036	8.7	4
Transportation	2,155	-52.5	0.8	8.4	437,598	0.9	<1
Healthcare	85,035	-6.7%	\$14.0	3.8%	\$176,993	\$15.1	7%
Hospitals	8,533	-9.6	8.4	5.6	1,085,600	9.3	4
Long Term Care	42,153	-4.8	2.1	2.6	53,109	2.2	1
Senior Living	34,349	+0.0	3.4	0.0	103,306	3.5	2
Other	24,656	-42.9%	\$8.3	13.7%	\$398,442	\$9.8	4%
Vending	3,711	-49.3	4.8	21.0	1,608,035	6.0	3
Catering	11,947	-52.5	1.4	5.8	126,207	1.5	1
Military	512	-4.8	1.0	2.6	2,179,657	1.1	<1
Corrections	8,486	-4.8	1.2	2.6	145,274	1.2	<1

Last updated date: 12/28/2020

IFMAworld.com



It's a poll!

When back to 100% open?



Business

Restaurant Closings Top 110,000 With Industry in 'Free Fall'



[HOME](#) > [RETAIL](#)

85% of independent restaurants may go out of business by the end of 2020, according to the Independent Restaurant Coalition

Irene Jiang Jun 14, 2020, 11:13 AM



ETHNIC POPULATION

average

34.8%
of population that is non-white

AGE

average

39.7
average age of the population

HOUSEHOLD INCOME

average

\$50,770
average household income of the population

RESTAURANT DENSITY

average

2.3
number of restaurants per 1,000 consumers

CHAIN SHARE OF UNITS

average

39.9%
of restaurants that are chains

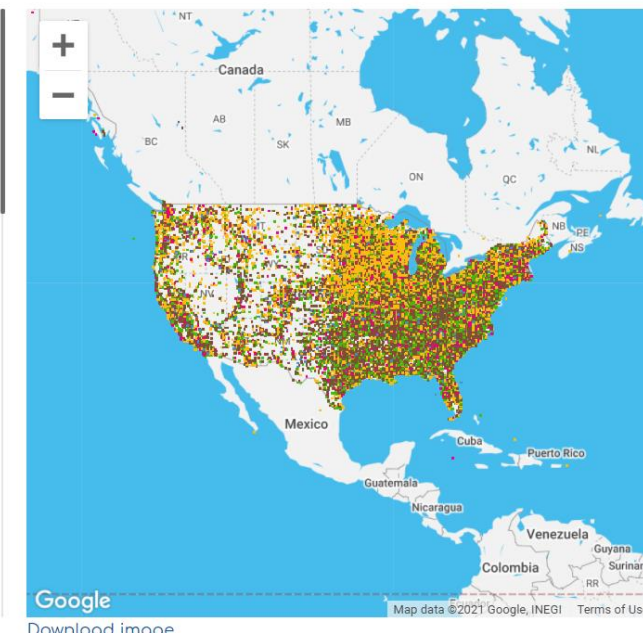
ETHNIC RESTAURANTS

average

26.8%
% of restaurants that specialize in ethnic food

MARKET STRUCTURE

	LOCATIONS	CHAINS	OPERATOR \$
RESTAURANTS	712,864	40%	134,583,090,069
Quick Service	311,500	59%	62,721,148,000
Fast Casual	80,274	59%	15,538,798,728
Midscale Dining	117,455	16%	16,669,565,965
Casual Dining	185,380	17%	37,941,168,460
Fine Dining	7,836	20%	1,712,408,916
Food Trucks	10,419	2%	-
HEALTHCARE	86,203	10%	15,313,188,499
Hospitals	8,795	27%	9,474,572,060
Nursing Homes	42,681	12%	2,263,714,878
Retirement Communities	34,727	2%	3,574,901,561
EDUCATION	194,169	50%	16,510,996,644
K-12	180,291	53%	10,305,253,269
Colleges & Universities	8,115	-	6,205,743,375
On Premise Venue	4,989	-	-





	Temporarily Closed	Permanently Closed	Total Closed
May 6	8.2%	3.3%	11.5%
July 13	3.1%	4.5%	7.6%
Sep 23	2.9%	5.0%	8.0%
Dec 28	2.5%	9.2% ↑	11.6%





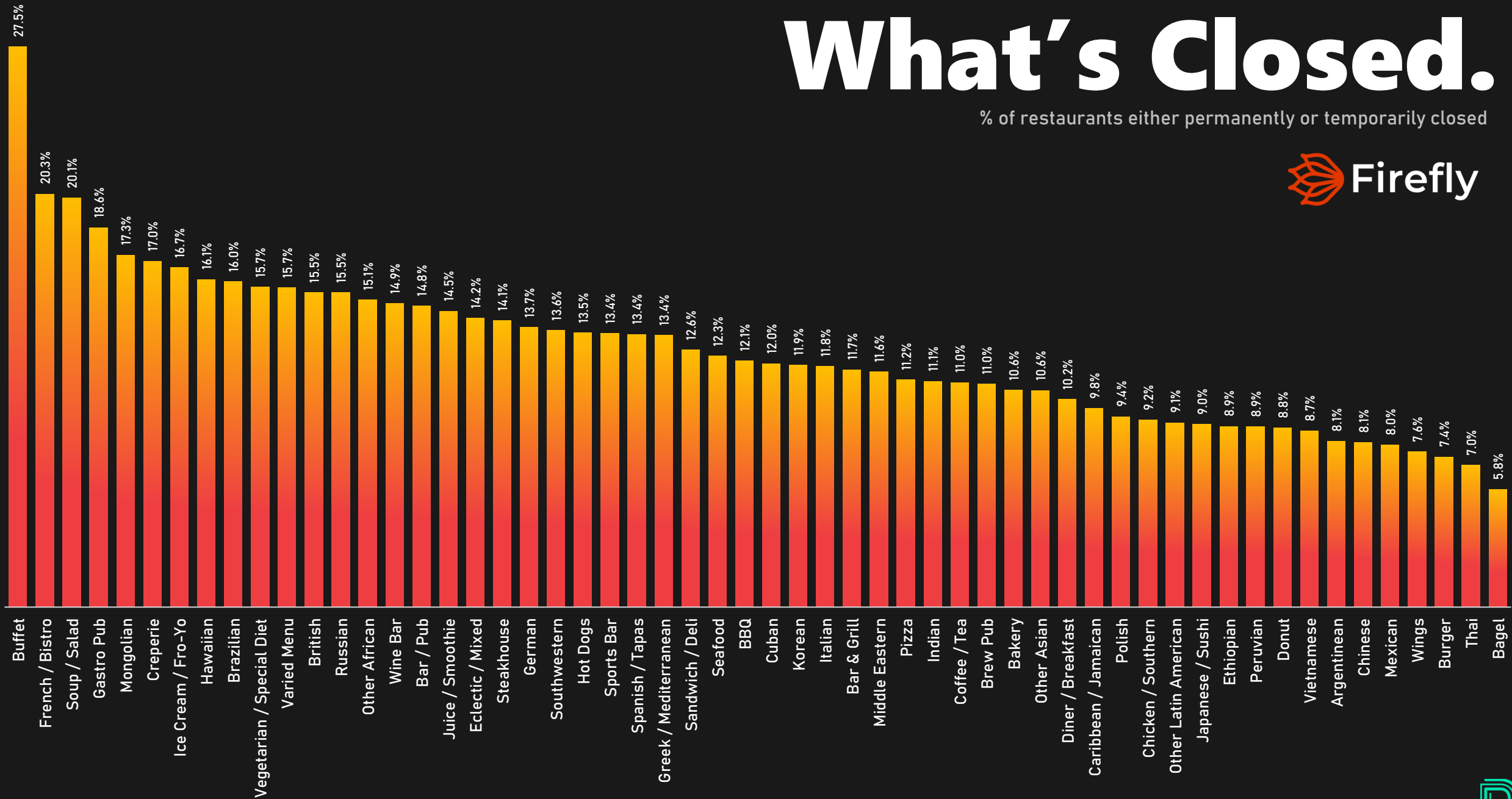
	Temporarily Closed	Permanently Closed	Total Closed
Dec 28	2.5%	9.2%	11.6%
	18,597	68,942	87,539

Restaurant closures have lagged the headlines...
...but could accelerate in early 2021.



What's Closed.

% of restaurants either permanently or temporarily closed



What's Been Closing?

% of restaurants permanently or temporarily closed



	29-Sep	28-Dec	Change
Ice Cream / Fro-Yo	8.7%	16.7%	+8.0%
Buffet	20.2%	27.5%	+7.3%
Other African	7.9%	15.1%	+7.2%
Mongolian	10.2%	17.3%	+7.1%
Brazilian	8.9%	16.0%	+7.1%
Seafood	6.8%	12.3%	+5.5%
Steakhouse	9.2%	14.1%	+4.9%
Eclectic / Mixed	9.4%	14.2%	+4.8%
Varied Menu	11.0%	15.7%	+4.7%
Creperie	12.4%	17.0%	+4.6%
Southwestern	9.2%	13.6%	+4.4%
Juice / Smoothie	10.2%	14.5%	+4.3%
Pizza	6.9%	11.2%	+4.3%
Italian	7.6%	11.8%	+4.2%
Chicken / Southern	5.0%	9.2%	+4.2%
French / Bistro	16.1%	20.3%	+4.2%
Greek / Mediterranean	9.2%	13.4%	+4.2%
Korean	7.8%	11.9%	+4.1%
Hot Dogs	9.5%	13.5%	+4.0%

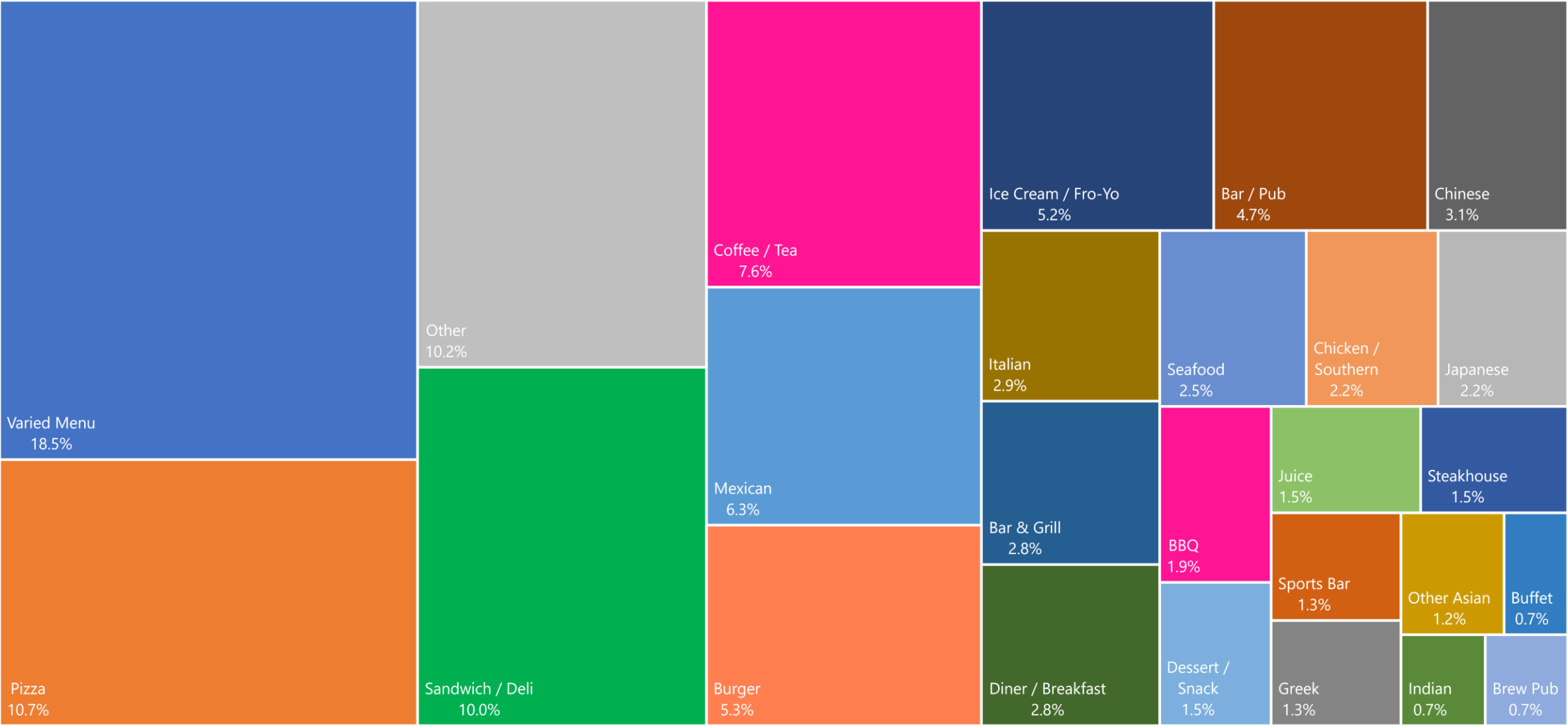
	29-Sep	28-Dec	Change
Hawaiian	12.2%	16.1%	+3.9%
Bar & Grill	7.8%	11.7%	+3.9%
Caribbean / Jamaican	5.9%	9.8%	+3.9%
Indian	7.3%	11.1%	+3.8%
Spanish / Tapas	9.6%	13.4%	+3.8%
Cuban	8.3%	12.0%	+3.7%
Other Latin American	5.4%	9.1%	+3.7%
Brew Pub	7.4%	11.0%	+3.6%
Vegetarian / Special Diet	12.2%	15.7%	+3.5%
Soup / Salad	16.6%	20.1%	+3.5%
Ethiopian	5.4%	8.9%	+3.5%
Sandwich / Deli	9.2%	12.6%	+3.4%
BBQ	8.7%	12.1%	+3.4%
Polish	6.1%	9.4%	+3.3%
Donut	5.6%	8.8%	+3.2%
Diner / Breakfast	7.1%	10.2%	+3.1%
Chinese	5.1%	8.1%	+3.0%
Mexican	5.0%	8.0%	+3.0%
British	12.5%	15.5%	+3.0%

	29-Sep	28-Dec	Change
Peruvian	6.0%	8.9%	+2.9%
Middle Eastern	8.7%	11.6%	+2.9%
Vietnamese	5.8%	8.7%	+2.9%
Thai	4.2%	7.0%	+2.8%
Russian	12.7%	15.5%	+2.8%
German	11.0%	13.7%	+2.7%
Other Asian	7.9%	10.6%	+2.7%
Gastro Pub	15.9%	18.6%	+2.7%
Wings	4.9%	7.6%	+2.7%
Japanese / Sushi	6.3%	9.0%	+2.7%
Burger	4.9%	7.4%	+2.5%
Bakery	8.3%	10.6%	+2.3%
Argentinean	5.8%	8.1%	+2.3%
Coffee / Tea	8.9%	11.0%	+2.1%
Wine Bar	12.9%	14.9%	+2.0%
Bagel	4.2%	5.8%	+1.6%
Sports Bar	12.0%	13.4%	+1.4%
Bar / Pub	13.5%	14.8%	+1.3%



Share of Closures.

all closed restaurants through December 28



More Than Half of New York's Restaurants Are in Danger of Closing: Survey

Plus, acclaimed NYC pastry chef Zoë Kanan is participating in a pop-up for the first time ever this weekend — and more intel

No One Knows How Many Restaurants Have Closed in New York City

Close to 1,000 NYC restaurants and bars have permanently closed since March, but more accurate documentation of the pandemic's toll could take months or years



NYC Restaurant Closures.



	Pre-Covid Restaurants	Permanently Closures		Temporary Closures		Total Closures	
Bronx	1,709	124	7.3%	26	1.5%	150	8.8%
Brooklyn	5,391	572	10.6%	110	2.0%	682	12.7%
Manhattan	9,876	1589	16.1%	810	8.2%	2,399	24.3%
Queens	5,415	544	10.0%	97	1.8%	641	11.8%
Staten	884	96	10.9%	21	2.4%	117	13.2%
TOTAL	23,275	2,925	12.6%	1,064	4.6%	3,989	17.1%



	Restaurants	% Closed
Honolulu	5,570	16.7%
Austin	6,000	15.8%
San Francisco	22,348	15.3%
Traverse City	1,722	14.9%
Las Vegas	6,430	14.8%
Portland OR	10,131	14.5%
San Diego	9,298	14.5%
Syracuse	2,127	14.0%
Buffalo	3,499	13.9%
Portland ME	2,946	13.6%
Palm Springs	1,313	13.6%
New York	55,884	13.4%
Salisbury	1,552	13.2%
Los Angeles	47,520	13.1%
Madison	2,580	12.8%
Washington DC	15,770	12.6%
Miami	10,866	12.5%
Philadelphia	18,974	12.5%
Lansing	1,295	12.4%
Seattle	14,868	12.4%
Burlington	2,223	12.4%
Pittsburgh	6,578	12.4%
Greenville NC	1,616	12.4%
Rochester NY	2,214	12.4%
Albany NY	3,592	12.4%

Most CLOSED Metros

among US metros with at least 1,000 restaurants

Most OPEN Metros



	Restaurants	% Closed
Augusta	1,341	8.3%
Amarillo	1,105	8.3%
Ft. Wayne	1,420	8.5%
Boise	1,883	8.5%
Youngstown	1,385	8.7%
La Crosse WI	1,134	8.8%
Columbus GA	1,053	8.8%
Green Bay	2,624	8.8%
Toledo	2,377	8.9%
Davenport	1,626	9.0%
Lincoln & Hastings	1,801	9.1%
Odessa	1,037	9.1%
Wausau	1,316	9.1%
Huntsville	1,925	9.2%
Fresno	3,760	9.2%
Montgomery	1,386	9.2%
Jackson MS	1,801	9.3%
Omaha	2,534	9.3%
Evansville	1,334	9.3%
Yakima	1,666	9.3%
Sioux Falls	1,611	9.3%
Rockford	1,074	9.4%
Knoxville	2,913	9.4%
Macon	1,248	9.5%
Tulsa	3,072	9.5%



**How many NEW restaurants
have opened since 3/11/20?**

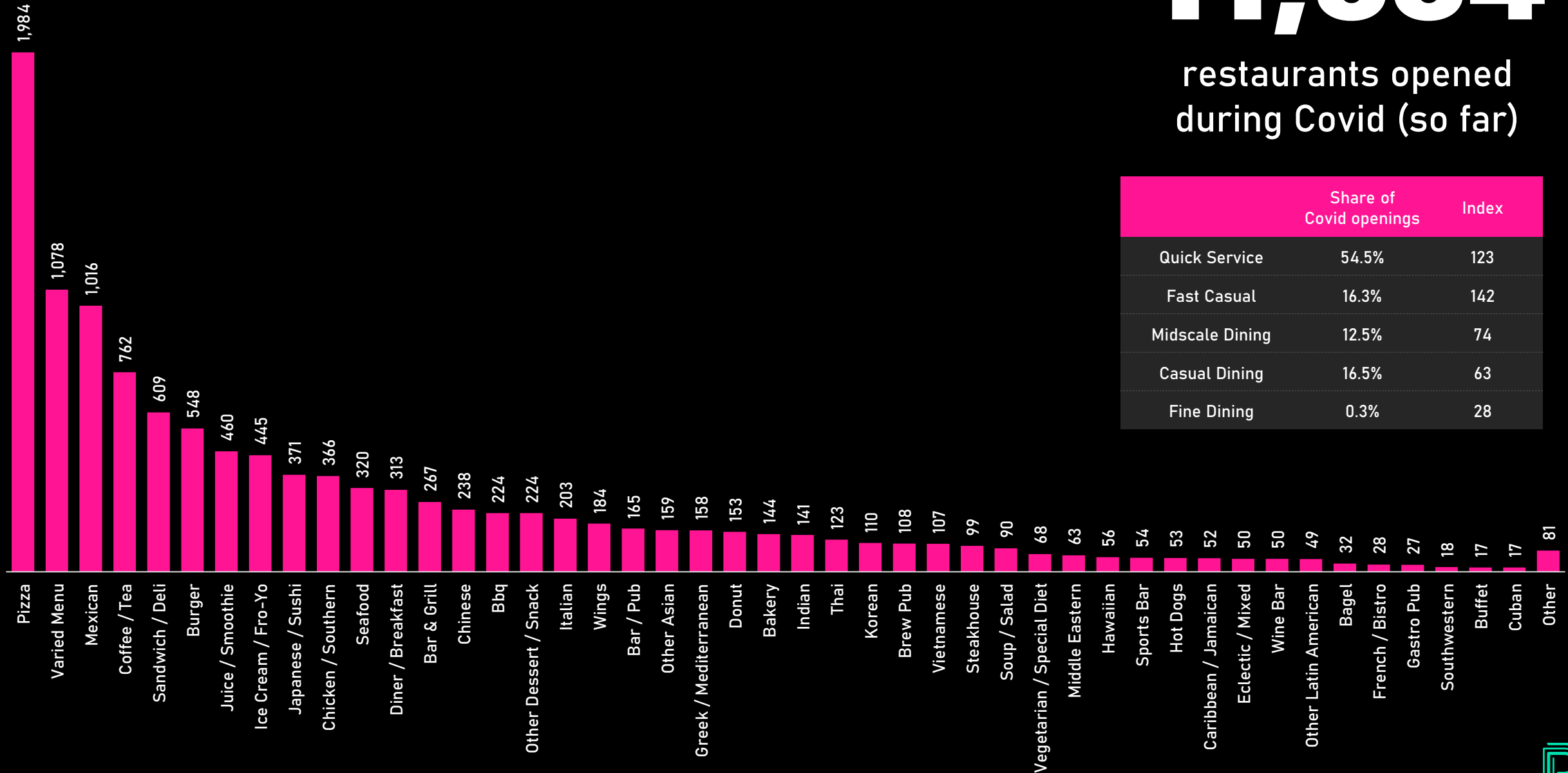


11,884

97.6% are still open
1.4% are permanently closed
1.0% are temporarily closed

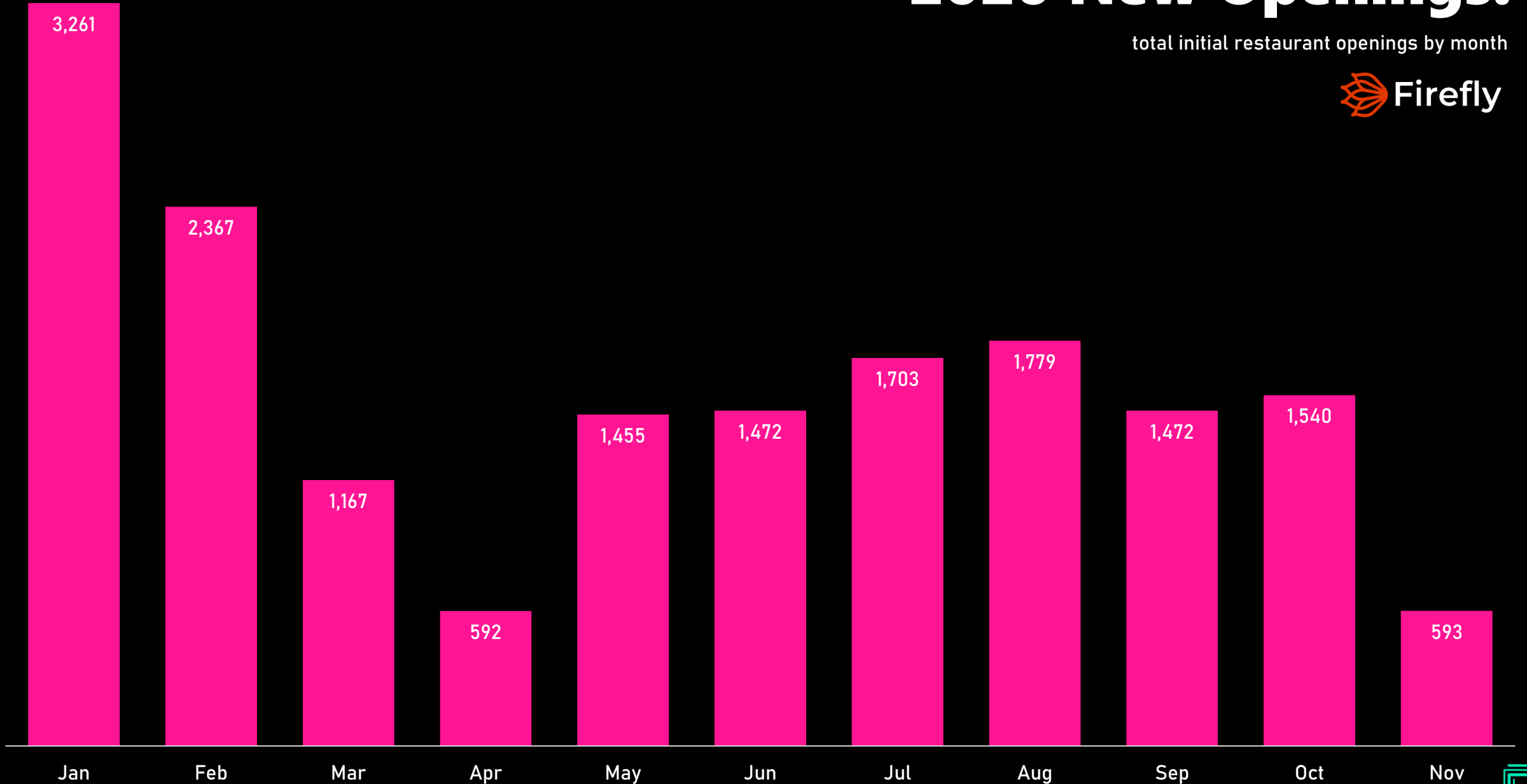
11,884

restaurants opened
during Covid (so far)



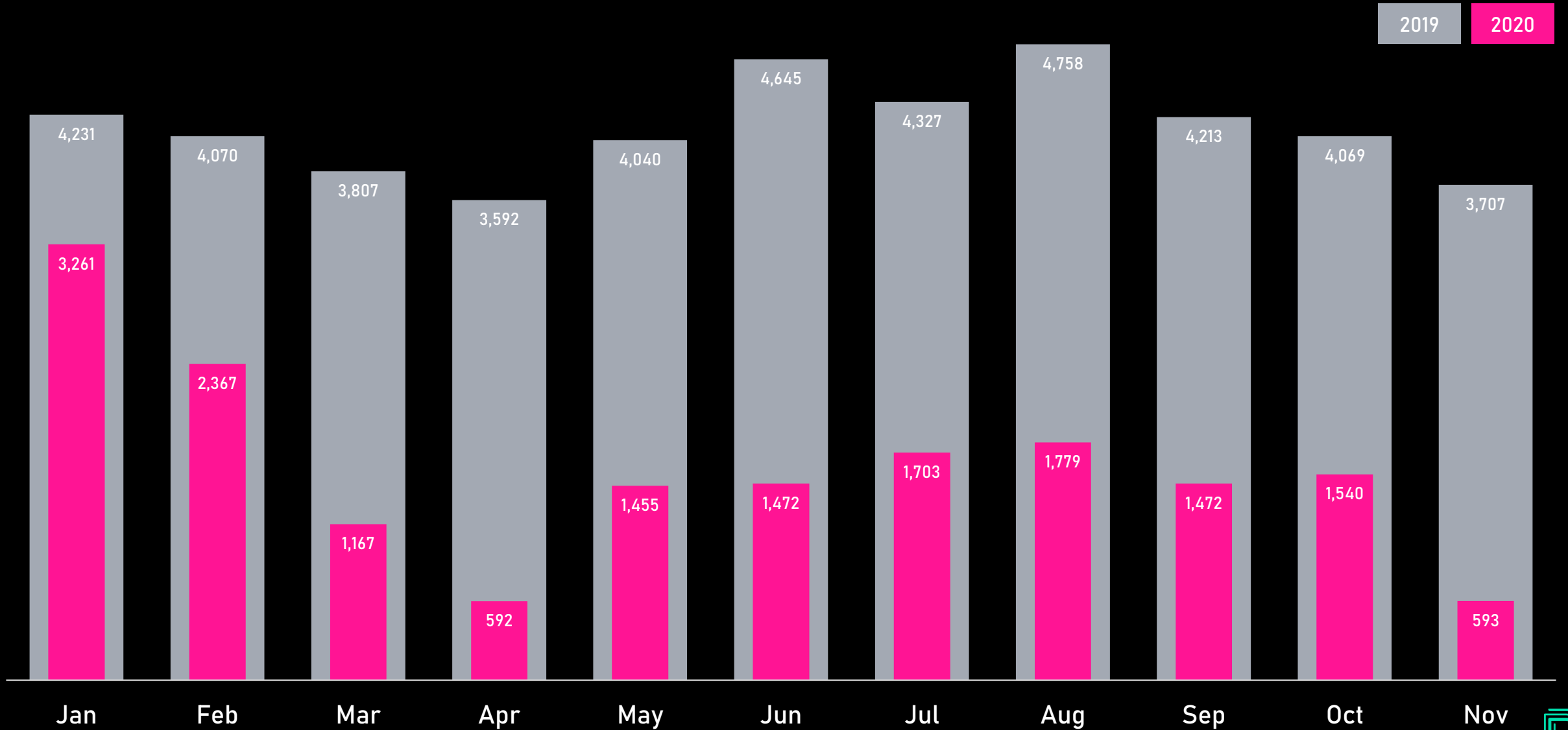
2020 New Openings.

total initial restaurant openings by month



Versus Last Year.

total initial restaurant openings by month





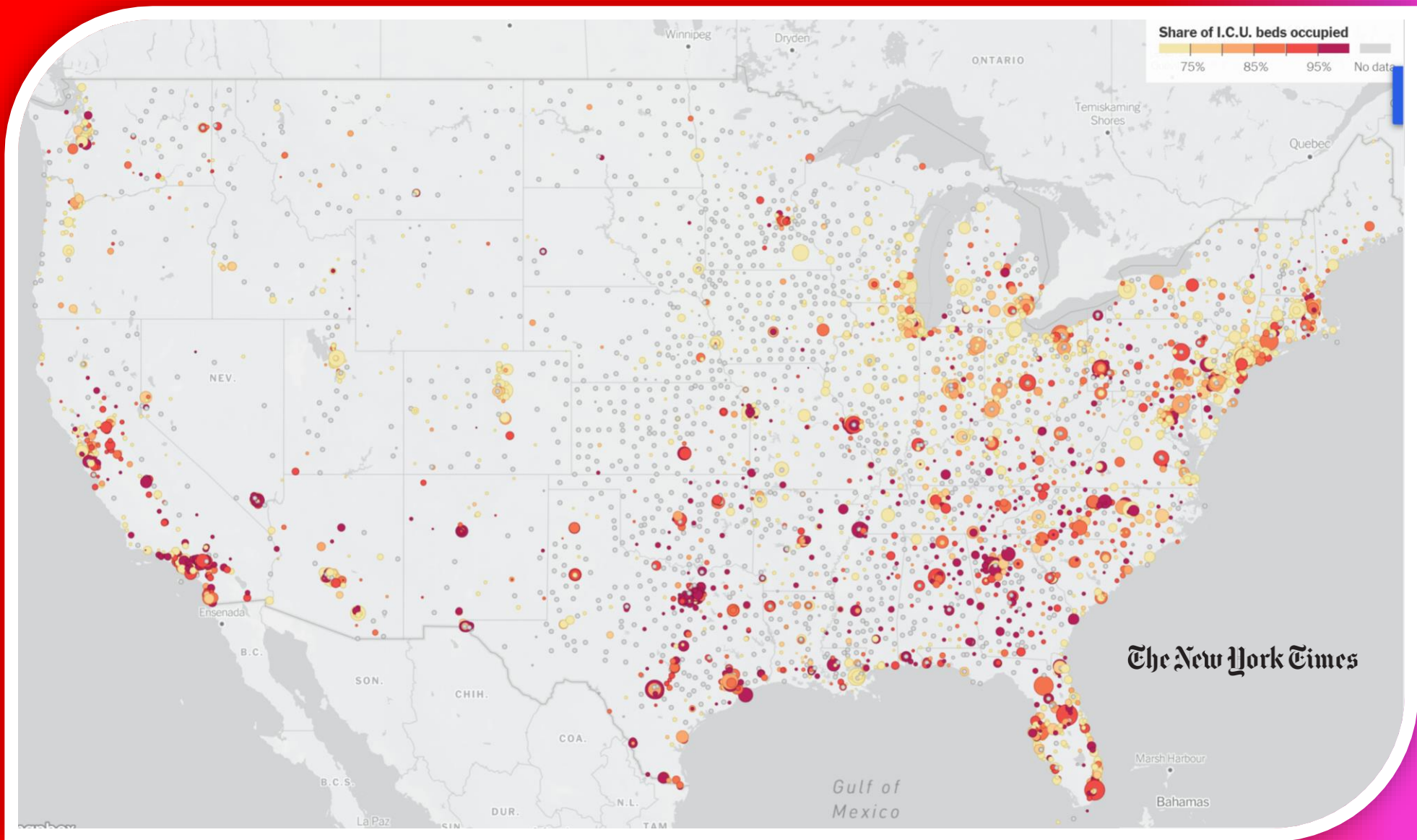
ABOUT THIS PAGE

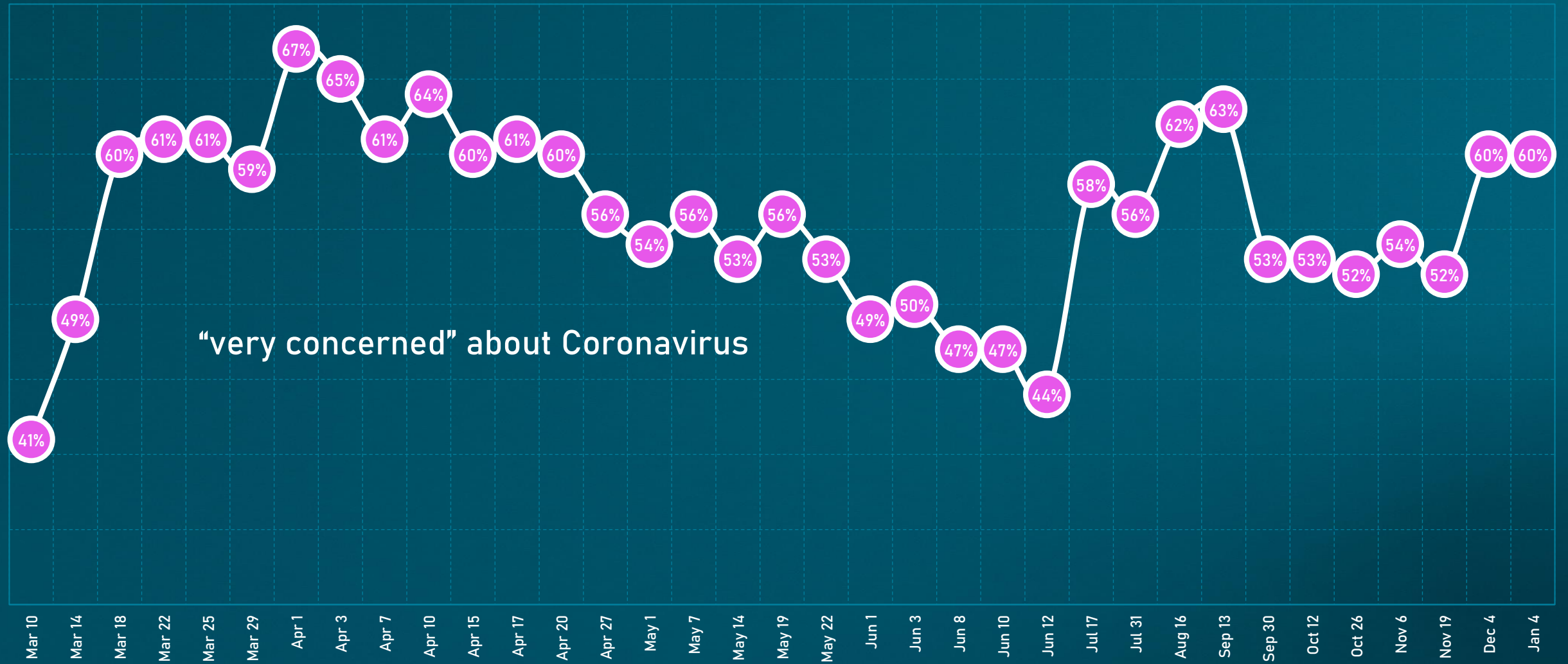
Coronavirus Live Updates: U.S. Covid- 19 Hospitalizations Hit Record

Last Updated: Jan 4, 2021 at 9:35 pm ET

The number of newly reported Covid-19 cases in the U.S. was down from a day earlier, but the number hospitalized set a record, exceeding 125,000 for the fourth time in five days.







“definitely avoid” eating out



Chat!

Are you changing your food
behavior based on the recent
Covid spike?



With hospitalizations rising, how do you plan to change your food behavior?
(versus the last 4 months of 2020)

	Increase	Decrease	Net
Shop at a supermarket for groceries to cook at home	33%	7%	+26%
Get takeout from a restaurant	25%	17%	+8%
Use a restaurant drive-thru	24%	16%	+8%
Shop at a supermarket for prepared foods	25%	17%	+8%
Get a restaurant meal delivered	21%	25%	-4%
Dine inside at a restaurant	24%	31%	-7%
Dine outside at a restaurant	22%	30%	-8%
Have groceries delivered	19%	30%	-11%
Order a meal kit from a subscription service	14%	37%	-23%

“The federal or state government is not justified in shutting down or fining businesses like restaurants and bars; consumers have the responsibility to keep themselves safe in situations like a pandemic.”

55% agree | 45% disagree



“Restaurants and bars have been affected disproportionately by the coronavirus pandemic, and that industry needs an economic relief package tailored to it specifically”

86% agree | 14% disagree







67%

are OPTIMISTIC for the new year

Gen Z	Millennial	Gen X	Boomer
58%	77%	68%	59%



[of those optimistic] **What do you think will happen in 2021?**

I will get to see my friends and family in person soon	50%
The country will have the coronavirus under control soon	50%
I'll get to do what I used to love doing outside the house (eating at a restaurant, go to the movies, etc.)	48%
Businesses in my area will be able to reopen	45%
The Biden administration will make positive changes	42%
Students will be able to return to school on-site	40%
I'll be able to find a fulfilling, well-paying job	24%
People will be less polarized over things like politics and race once the pandemic is behind us	22%
Prospects at my current workplace will improve	19%

New Year's Resolutions:

???



New Year's Resolutions:

Improving my health / losing weight 57%

Improving my finances / saving money 49%

Challenging myself intellectually 36%

Strengthening or repairing personal relationships 32%

Starting a new hobby 27%

Getting more involved in my religious faith 24%

Finding a more fulfilling job or career 22%

Being a better parent 20%

Achieving more at work / getting a promotion 19%

Getting more involved in my local community 16%

CITYLAB

The Rise and Fall of New Year's Fitness Resolutions, in 5 Charts

The January gym spike is real, but it drops off just a few weeks later, according to data from location and fitness apps.

Cutting back on sugar	41%
Cutting back on fast food	39%
Cutting back on soft drinks	32%
Cutting back on desserts	31%
Supporting local restaurants by ordering more	29%
Cutting back on carbohydrates	28%
Cutting back on fried appetizers or side dishes	26%
Taking nutritional supplements	24%
Eating more plant-based foods and meat alternatives	22%
Eating more organic or non-GMO foods	20%
Cutting back on alcoholic beverages	20%
Supporting local restaurants by buying gift cards / merch	19%

how people **PLAN** on eating in 2021





A medical syringe and two vials of clear liquid are shown on a dark blue background. The syringe is positioned horizontally, with its needle pointing towards the left. Two vials are standing upright, one slightly behind the other, both containing clear liquid. The lighting creates highlights on the glass and plastic surfaces.

67% plan to get vaccinated

78% among men

56% among women

85% among those very concerned

51% among those somewhat concerned

29% among those not concerned

What are you looking forward to once vaccinated?

Getting with friends and family at somebody's house	60%
Going out to restaurants	58%
Going to a movie theater	43%
Traveling and stay in hotels	36%
Going to a barber shop / beauty salon	35%
Walking through an airport and flying on a plane	33%
Attending a live show at a club, music hall, or public theater	32%
Attending a live sporting event	28%
Working out at a gym	27%
Going out for drinks at a bar	23%
Going on a date in person, outside the home	21%
Playing a sport with friends	16%
Taking mass transit	14%
Attending a public demonstration / outdoor gathering	13%
Taking a cruise	13%

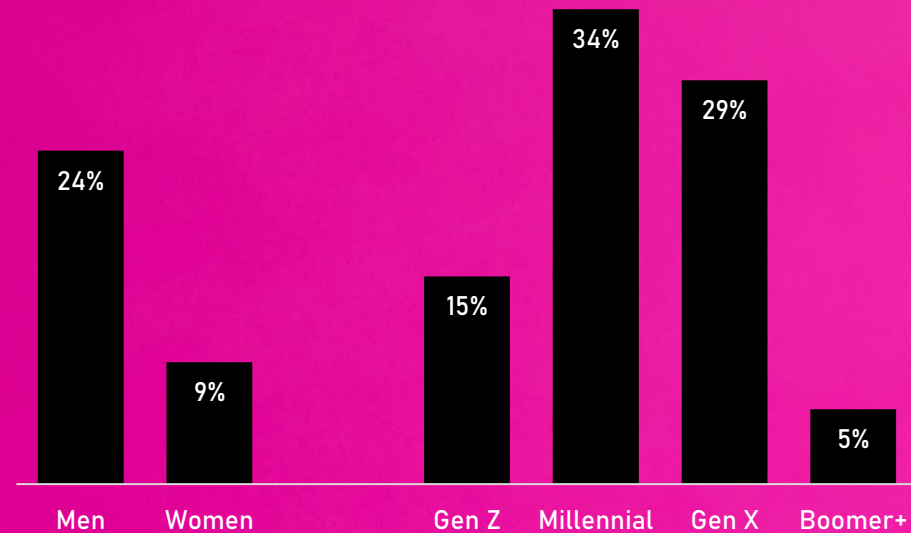




67%

plan to visit restaurants
more once vaccinated

19% plan to do so right away





NEW HABITS



WHAT PEOPLE PLAN TO CONTINUE
DOING FOR THE NEXT FEW MONTHS
WHEN GETTING FOOD

THE AMAZING TRENDS EPISODE

THURSDAY JANUARY 21 @ 12PM CST





GET STARTED

hello@datassential.com