



ACES of SPACE

MISSION:CONTROL

IT IS NOT THE STRONGEST OF THE SPECIES THAT SURVIVES, NOR THE MOST INTELLIGENT THAT SURVIVES.

IT IS THE ONE THAT IS MOST ADAPTABLE TO CHANGE

- DARWIN

F&B CONSUMER MINDSET & FORECAST

As the F&B industry continues to carry the load of a world that has suddenly slowed down consumer mindsets are, at the very same moment, evolving at an unprecedented rate. Staying home has become the new going out, and F&B establishments are now delivering ‘dining in’ experiences for customers to enjoy from the comfort and safety of their homes.

But what happens after the social distancing restrictions are lifted?

As consumers are embracing new delivery formats and contemplating how to balance health and wellness, F&B venues will need to find ways to re-connect with their patrons and re-think the ‘dining out’ experience.

Aces of Space has summarised the key trends that we feel are integral for the F&B industry to embrace in order to take control of the way consumer demand and mentality is changing in the COVID-19 zeitgeist.

PROVENANCE

Transparency in the kitchen, in both the front and back-of-house will become increasingly important for consumers. ‘Anonymous’ food coming out of nowhere raises questions on the care and detail given to its preparation. The provenance of ingredients, recipes and people who serve you will become an integral part of storytelling in food. ‘Food tales’ of produce, with a focus on sustainability, knowledge and quality, will have to be part of any brand communication. This was already trending in the brick-and-mortar realm, but brand pioneers will establish communication where transparency is at the forefront to engage consumers.

THE TRAVELLING BRAND

‘Dining in’ is officially here to stay and when customers cannot come to you - bring the brand to them. Ordering in is no longer the practical experience it once was, and brands can still engage with clients by allowing them to experience the authentic dining experience through online gatherings, brunches, quiz nights, playlists and live DJ sets which can be followed through digital channels. The future of F&B is about allowing customers to experience the dining experience to the fullest, from wherever they feel most comfortable.

PARTICIPATION

In the age of Masterclass and Webinars, F&B brands are taking people behind-the-scenes and teaching them how to master some of their favourite dishes. From Michelin star chefs and local pub-grub, chefs are sharing recipes, techniques, knowledge and insights that were never given away before - not only from their restaurants but also directly from their homes. Sharing these ideas, knowledge and technical mastery with people enables them to become loyal followers. People are (re)discovering the joys of cooking at home and this offers F&B brands opportunities to engage and support them by delivering ingredient kits that they can utilise when following the online class.

APPRECIATION

Creating connections between consumers and brands can be difficult during uncertain times, especially in QSR industry. In unsure times people want to feel a part of something bigger. The secret here to survival is customer loyalty. At times like these, QSR brands need to foster brand loyalty through rewards programs and personalized outreach to encourage repeat visits. Returning customers need to be shown due appreciation and incentivised; customer journeys need to be mapped out to engage these repeat customers in mind.

GLUTTONY

The gluttony trend of overloaded shakes and fat burgers moves out as the consumers become increasingly conscious of their wellbeing, and how food relates to that. Weekly indulgences will be less about overconsumption and more about nourishing, well-prepared treats consisting of ethically-sourced ingredients that feed the mind, body and soul.

AUTOMATION

The tech industry was always at the forefront of solutions that improved society. However, it has become apparent that human connection and inspiration have become increasingly important to consumers during the COVID-19 crisis. Automated and unpersonal F&B brands will have to adapt to integrate a more human and personalised touch to their brand experience in order to stay connected to their clientele. However, there are still great benefits to tech tools such as waste management systems, order scheduling and no-cash concepts for example which will lead the way for F&B brands to ease up operations. Find out how what is the right balance for you and your brand.

To find out more about our services and what we can do for brand, reach out to us at: **groundcontrol@acesofspace.com** - or call us on ;
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