

# 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

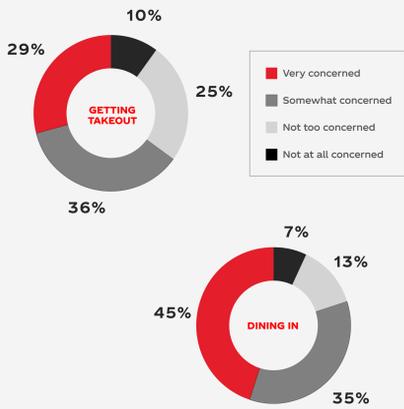
■ Services consumers willing to use ■ Current service restaurants provide



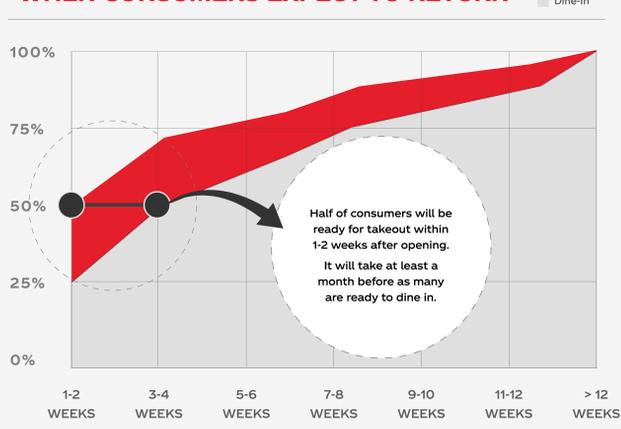
## REBUILDING CONFIDENCE IN HEALTH & SAFETY

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

### CONSUMERS' CONCERNS



### WHEN CONSUMERS EXPECT TO RETURN



### FACTORS DRIVING RETURN

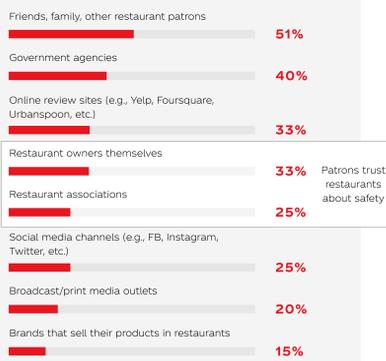
For patrons to return, restaurant owners' demonstration of safe practices is more important than a vaccine or treatment.



#### 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

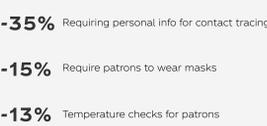
WANT UNIVERSAL STANDARDS FOR RESTAURANTS TO FOLLOW

#### Impact on Consumers' Likelihood To Eat at a Restaurant

##### MOST POSITIVE IMPACT

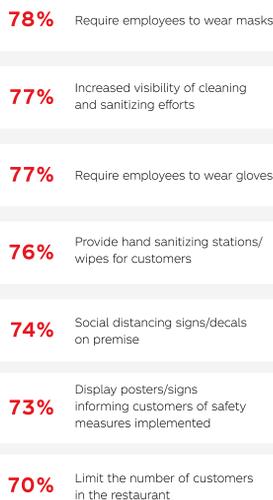


##### MOST NEGATIVE IMPACT



■ 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

