

## COVID-19 Impacts: Survey Reveals How Restaurants and Diners Have Responded and What the Industry Needs to Survive



The Coca-Cola Company remains committed to supporting restaurant partners as they work toward recovery and navigate challenges and concerns stemming from COVID-19. We recently sponsored a custom study of 418 restaurant owners and operators and 1,500 consumers to understand the impact of COVID-19 on the industry and what owners feel they need to successfully reopen and stay in business.

Here's a look at what the study revealed, and an infographic is available below.

### Restaurant Owner & Operator Challenges and Innovation

- Owners face immediate **financial challenges** and have concerns about a **second wave** of infections
- Innovation is critical to survival, and 95% of restaurants have **adapted their business models** to survive the current environment
- Half of consumers surveyed will be ready to return to a restaurant for takeout within one to two weeks of reopening, but owners are likely to see a **longer lag time for dine-in** due to higher safety concerns.
- Owners' actions are powerful in driving how soon patrons will make the decision to return – **visible operational changes** and giving patrons **control over their health and safety** are keys to building confidence
- Considering the current challenges, only 45% of restaurateurs are **confident** they will stay in business for the next 12 months, while 46% are only **somewhat confident** and 9% are **not confident** they will be able to keep their doors open

### Consumer Sentiments and Preferences

- 80% of consumers want access to **hand sanitizer** in the restaurant, and 78% want to **visibly see cleaning and sanitizing** efforts by restaurants

- 74% of consumers want **outdoor seating** for restaurants, and 80% of consumers are very or somewhat concerned about dining indoors in the early weeks of a restaurant reopening their dining rooms due to health and safety concerns
- 72% of consumers are interested in purchasing **grocery items** from restaurants with only 29% offering this service
- 92% of consumers would like to see **universal standards** for restaurants so they can recognize and have reassurance that a restaurant is safe
- In light of recent events, 35% of consumers say they are more likely to seek out and visit **Black-owned restaurants**, and the percentage is even higher among urban and younger consumers

### What Owners & Operators Need

- **Financial relief** is restaurant's most critical need in ensuring they can successfully reopen and stay in business
- Access to **consistent, accurate and timely information** on infection rates, regulatory requirements and best practices for health and safety are nearly as important as financial support
- **Universally recognized standards** and a rating system that all restaurants can follow and share with consumers would be helpful in reassuring owners that they are in compliance and that it is safe for employees and patrons to return

*An infographic with the full study results can be accessed at the end of this article.*

### How is Coca-Cola supporting the restaurant community through COVID-19?

- **Coke Rapid Response Resource Website:** a digital source that offers free resources to restaurant owners and operators such as tips for optimizing takeout and drive-thru operations, COVID-19 safety guidelines, industry insights and more.
- **Coca-Cola Freestyle Technology Innovation:** a contactless, mobile pouring solution that allows users to choose and pour drinks from their smartphones in just a few seconds, without having to create an account or download an app.
- **Coca-Cola "Fooding" Campaign:** a summer campaign developed and released after COVID-19 lockdowns took effect, it celebrates Coke-and-food rituals such as ordering pizza with family while also supporting the restaurant industry, communities in need and frontline responders through a variety of charitable programs.
- **NRA Restaurant Revival Campaign:** Coca-Cola partnered with the National Restaurant Association on the Restaurant Revival Campaign, which is aimed at bolstering the restaurant and foodservice industry's recovery by petitioning restaurants to sign the [ServSafe Dining Commitment](#). By participating in the program, restaurants can reassure their customers they are following recommended re-opening guidance and taking required precautions to safeguard the health and safety of their customers.
- **Strategic Partnerships:** Coca-Cola is working in partnership with the [National Restaurant Association](#), the [International Franchise Association](#), the [Independent Restaurant Coalition](#) and state restaurant associations to support legislation that provides financial relief to restaurants.
- **Coca-Cola Digital Marketplace:** an online marketplace offering digital solutions to help restaurants enhance and expand off-premise and digital order capabilities, including exclusive

