

New Directions In Restaurant Marketing: The Experiential Menu



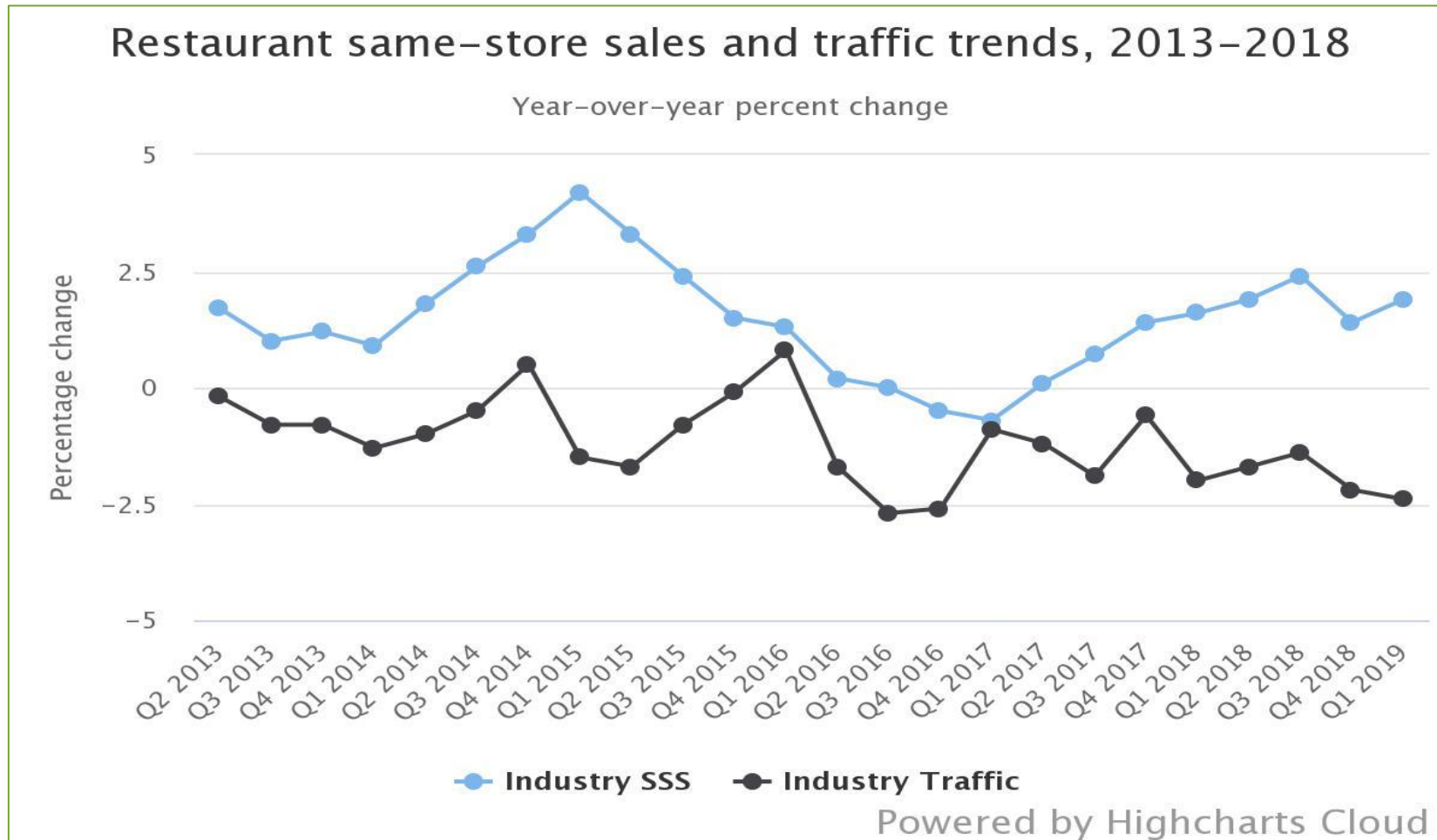
The Experiential Menu

Introduction

“New Normal” Requires New Strategies

- Retailing channels in ongoing state of disruption
 - Apparel, automotive, fuel, grocers, shopping malls, etc.
- Consumers reprioritizing their time, money, values
 - Impacts share of stomach, wallet, attention
- Menu R&D, marketing require redirection, reconnection
 - Maintain top-of-mind brand awareness
 - Become food/dining option of choice

Positive Economic Indicators Don't Translate to Restaurants



Competition Like Being Nibbled to Death by Ducks

- ✓ Really, really big TVs
- ✓ Netflix effect
- ✓ Amazon effect
- ✓ Grocer innovation
- ✓ Deli prepared foods
- ✓ “Home cooking” redux >>
- ✓ Inflation differential



Kroger's Meal Kits

To Keep Brands Top of Mind, Marketers Promote Experiences

Vital Root

- Aligns with values
- Creates community
- Emphasizes connection
- Captures zeitgeist
 - Organic, sustainable
 - Real, authentic

Denver, CO



“Movie Set Designers New Restaurant MVPs”*



Bombay Bread Bar

“Luxurious Hominess” Aspirational, Accessible

La Mercerie
lets diners buy a bit of
their experience

New York City



Affordable Escapes, Exotic Destinations

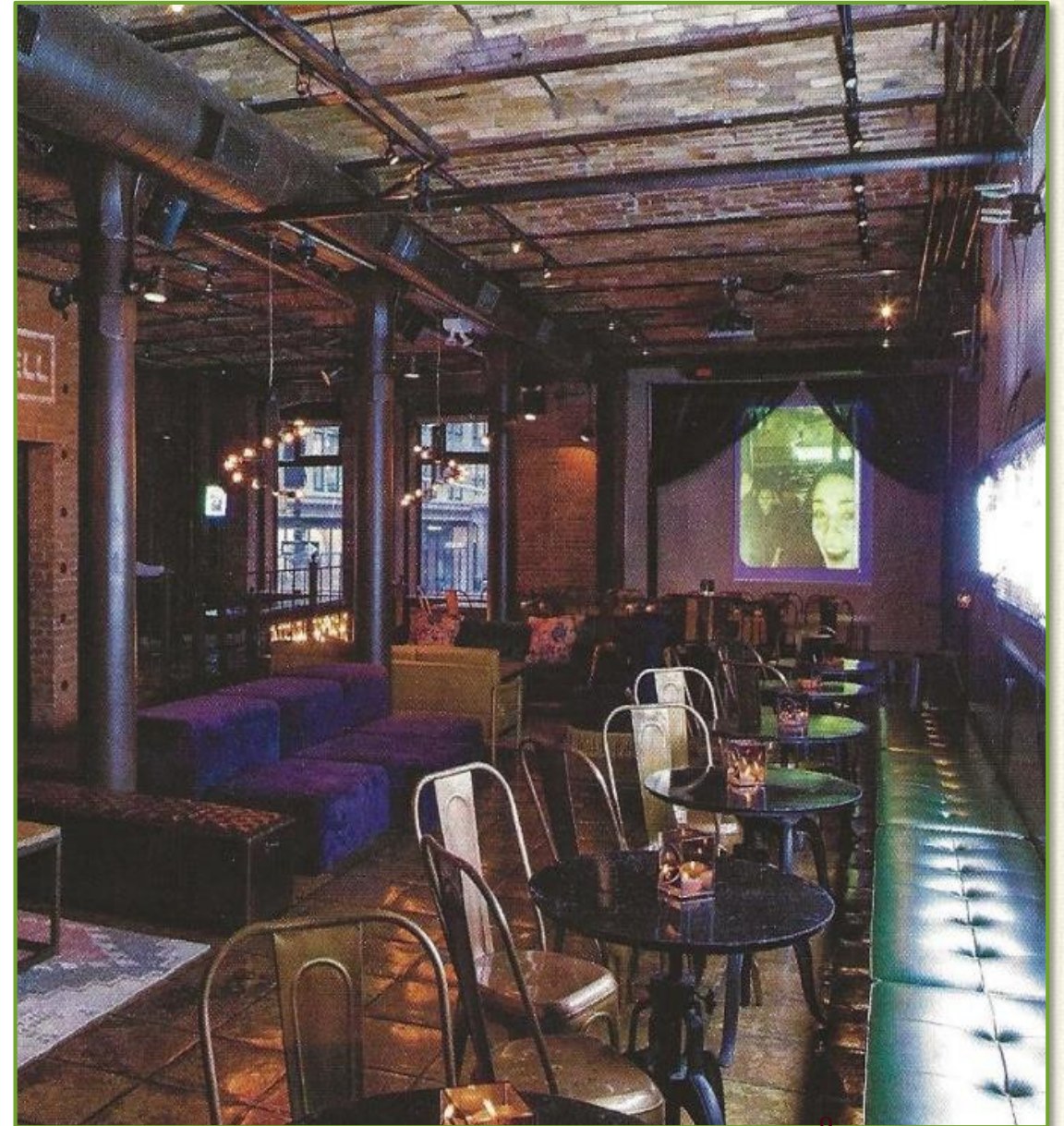


Bamboo Sushi

Where Everybody Knows Your Name



Taco Bell's Cantina Redesign



It's Not Just About Ambiance: Menus Must Be Experiential, Too

Five Components Critical to The Experiential Menu

- 1. Eye-Popping Presentation**
- 2. Pumped-Up Preparation**
- 3. Vibrant Vegetables**
- 4. Meat Matters**
- 5. Global Kitchen**

The Experiential Menu I

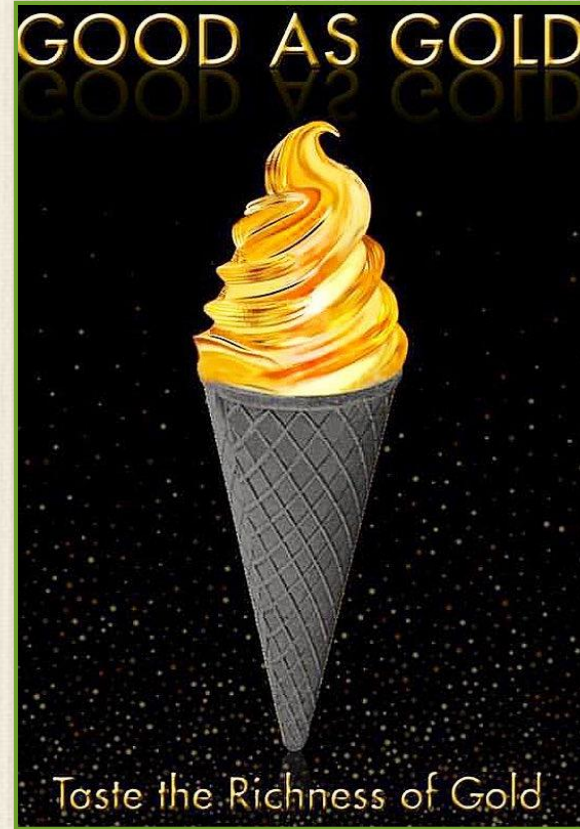
Eye-Popping Presentation

1. Glitz + Glam

JoJo's Milk Bar's Milk Shakes

Chicago, IL





**All That Glitters Is 'Grammable,
So "Gram It, Damn It"**

Eye-Popping Presentation:

2. Cozy + Homespun

Havana Honey Bear
Sunday in Brooklyn, Brooklyn, NY



Bear Witness
Bitter & Twisted, Phoenix, AZ



Logan's Roadhouse Goes High Touch

Bacon on a Stick: Presentation Trifecta

- Wooden Sticks
- Newspaper Liner
- Metal Buckets



Eye-Popping Presentation:

3. Dark + Dramatic

Dough's Ultra Violet Ice Cream

- Activated Charcoal
- Coconut Ash



Beverages Back In Black, Too

**Werewolf Coffee Bar's
Charcoal Latte**



Chicago, IL

**TGI Friday's
Black Friday Cocktail**



Eye-Popping Presentation: What's Next?

“Ugly Delicious”

- Anti Instagram
- Brown on brown
- Signals real, authentic, high touch/homemade

**Perkins Restaurant & Bakery's
Steak & Peppers Skillet>>>**



The Experiential Menu II

Pumped-Up Prep

RESTAURATEURS ARE SSSSSSMOKIN'

Menu Growth Rates

	<u>1 Year</u>	<u>4 Years</u>	<u>10 Years</u>
Barbecue	0%	0%	-3%
Smoking	3%	11%	29%

Source: Datassential

Kansas State University's Wildcat Willie Christo

Breakfast Sandwich

- *House-Smoked* Ham
- *House-Smoked* Pork
- Hickory Bacon
- Cherry-Sage Jam
- Gruyère Cheese
- French Toast



Major LSR Chains Are Smoking Hot

Chick-fil-A's
Smokehouse BBQ Bacon



KFC's
Smoky Mt. BBQ Chicken



Arby's
Smokehouse Brisket



Virtù Honest Craft's Virtuoso Smoke Technique

- Chamomile Tea-Smoked Goat Cheese
- Whiskey/Wine Barrel-Smoked Duck
- Chorizo-Smoked Swordfish
- Cherry Pipe Tobacco-Smoked Demi Glace
- Root Beer-Smoked Duck >>>



Bar Specials On Fire, Too

TGI Friday's Flaming Old Fashioned

Sugar cube set on
fire before serving



Pumped-Up Prep: What's Next?

Ethnic, Regional Barbecue

Greenville, SC, County Schools'

Korean BBQ Rice Bowls

with Kimchi



The Experiential Menu III

Vibrant Vegetables

Fastest Growing Veggies: Percentage Increase on Menus in Past Four Years

Kale	240%
Brussels Sprouts	154
Little Gem Lettuce	141
Golden Beets	127
Roasted Carrots	124
Spaghetti Squash	112

Carrots Go Ethnic In Street-Food Variations

**Compass Group's
BBQ Carrot Tostada**



**Pineapple-Zucchini Salsa
Carrot-Greens Garnish**

**Lazy Dog's
Roasted Street Carrots**



**Queso Blanco
Cilantro-Lime Crema**

Carrots Make Creative Stand-Ins for Meats

Lady of the House's Carrot Steak

- Hollandaise
- Pesto



The Drawing Board's Carrot "Lox" Tartine



Cashew Cream Cheese, Toasted Levain

UConn's Carrot Dogs

- **Braised Carrots**
Three Ways
 - Barbecue
 - Hunter
 - Chicago Style



Plus, They Look Great on a Plate

A Mano's Carrot Ravioli



Atlanta, GA

Rich Tables' Carrot Salad



San Francisco, CA

Vibrant Vegetables: What's Next?

Menus in the Weeds

- CBD-infused drinks #1 trend*
- CBD-infused food #2 trend*
- No standards of identity, use
- Some states banning...
- ...Others embracing
- Expect beverages to lead



By Chloe's Orange Dreamsicle CBD Smoothies

Menu Marketing Will Go Up in Smoke

Myriad Strategic Issues

- Impact on traffic
- Impact on bar sales
- Impact on menu R&D
 - Procurement
 - Policing
- Impact on image

**Carl's Jr.'s Rocky Mountain High
Cheese Burger Delight (CBD) >>>**



Outlook: Lots of Half “Baked” Entendres



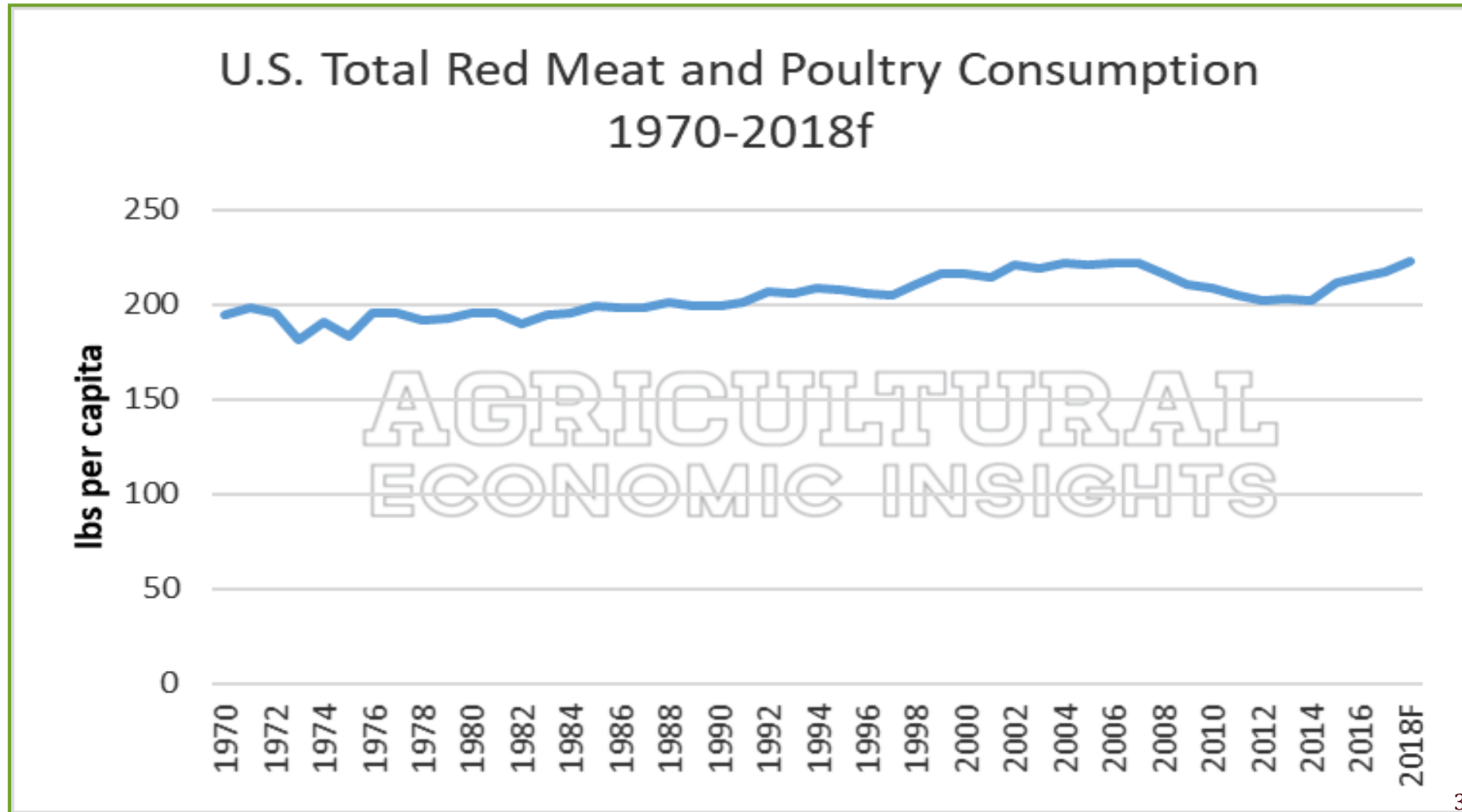
Stoner's Pizza Joint's

- Munchies Menu
- Smoked Wings



The Experiential Menu IV

Meat Matters



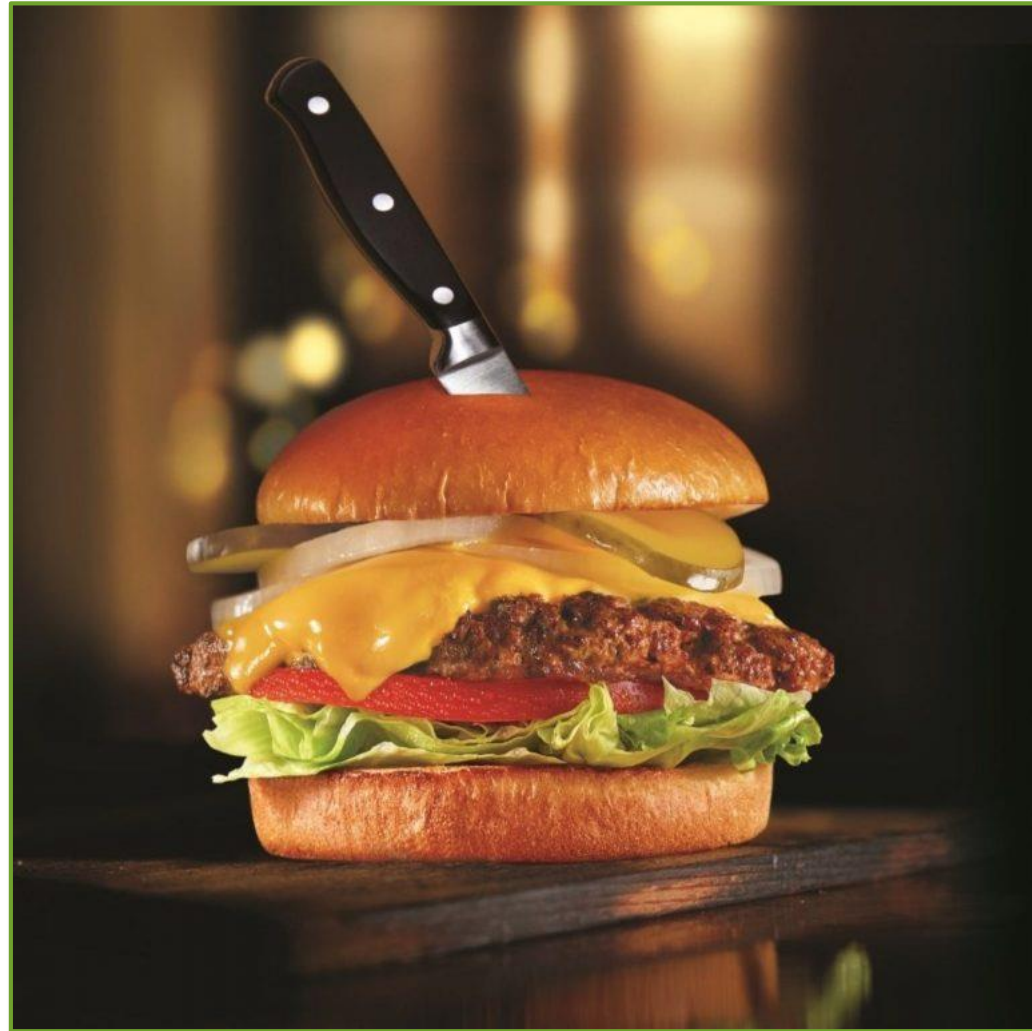
Meat Matters: Make It Better

McDonald's rolled out fresh beef in Quarter Pounders



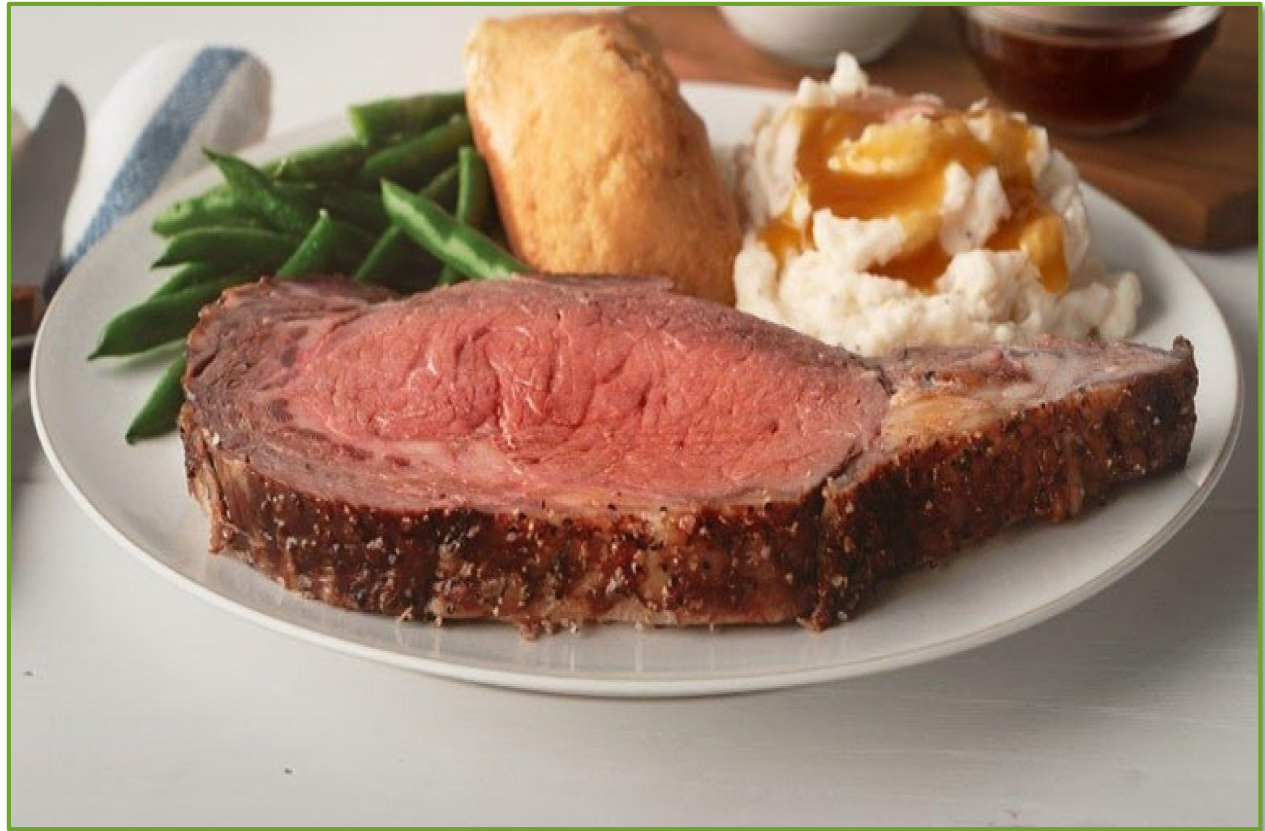
Steak 'N Shake's Prime Steakburger

- All Natural
- Hand Crafted
- Brisket + Chuck



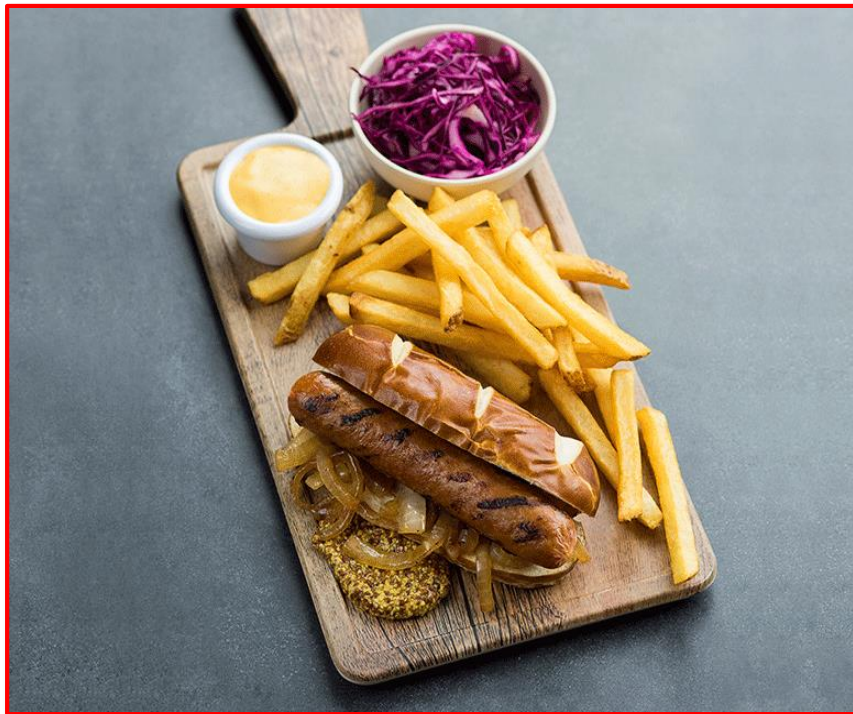
Boston Market's Prime Rib

- Three nights/week
- USDA Choice
- Two sides
- \$15.99



Meat Matters: What's Next?

Demand for Plant-Based Protein Growing



< Veggie Grill's Wunderbrat

White Castle's Impossible Burger >



The Experiential Menu V

Global Pantry

Restaurants Remain America's Test Kitchen

As Consumers Crave Flavor Adventures

- 61% have ordered global foods at non-ethnic restaurants
- 54% have gone out of their way to try global food after hearing about it
- 50% agree the flavors of global foods are usually exciting
- 44% head to chain restaurants when craving global foods
- 40% agree that global foods have become easier to find

Source: Datassential

Global Pantry:

1. Mediterranean Crossover

Mediterranean in the Morning

The Greenhouse Tavern's Shakshuka

- Smoked Tomato Broth
- Lentil Gremolata
- Poached Eggs
- Feta Cheese
- Za'atar



Mediterranean On the Side

Zoe's Kitchen's Orzo "Tabouli" Salad



UConn's Cauliflower Tabbouleh



Mediterranean In a Glass

The Hummus & Pita Co.'s Hummus Shake

- Chickpeas
- Tahini
- Banana
- Dates
- Almond Milk



Global Pantry:

2. Asian Crossover

Asian in the Morning

Mr. Bing's Breakfast Bing

- Maple Bacon
- Cheese
- Egg



New York City, NY

Photo : Paul Wagtouicz

Asian In Snacks

Curry Up Now's

Kofta Fauja Singh

Chicken or Lamb Meatballs



Photo: Jessica Perez

Asian In a Glass

Taiwanese Cheese Tea Trending

- Cold or Hot Tea +
- Cream Cheese/Whipped Cream/Milk
- Drink through special lid
- No straw!

Little Fluffy Head Café, Los Angeles >>>



Global Pantry: What's Next?

Israeli



Bar Bolonat's Breakfast

New York City, NY

The Experiential Menu

Big Finish

Embracing the “New Normal”

- Conventional marketing approaches outmoded
 - Marketers challenged from multiple POVs
 - Tech, demos, economy, competition, etc.
- Restaurant marketing in 21st century requires
 - New directions: Competition more complex, diffuse
 - New connections: Consumers more complex, too
- As experience becomes more important, menu becomes key means to deliver experience and make your brand
 - Top of mind
 - Dining option of choice