

People's Playground
Paparazzi Plaza

Insights
PepsiCo Foodservice

PepsiCo Foodservice Insights

3V/5E Assessment

April 9, 2021

Foodservice Landscape: Trend Tracker

DINE



PLAY



TRAVEL



- In February & March, **Restaurants added 485,000 jobs**, the most of any industry
- According to OpenTable, restaurant traffic is returning down -20% vs. 2019, and also reports that 75% of restaurants on OpenTable are re-opened.
- OpenTable has also launched a platform called **Back to the Table**, where consumers can get info on openings, restrictions and specialties like outdoor seating.

- **Godzilla vs. Kong** debuted in theatres grossing \$48.5M in the first 5 days, despite simultaneous release on HBO
- **Regal** reopened 22 theaters April 2nd and anticipates all locations open by May 21st
- As part of the Disneyland Forward Initiative, **Disney** has begun **planning expansions with the city of Anaheim, CA** that would add more experiences to the park, including rides and hotels

- **Marriott** is testing **vending machines** at some locations **as alternatives to breakfast buffets**, offering complimentary AM items as well as a-la-carte items for purchase
- **Delta** announced as of May 1, they will **no longer reserve middle seats**.
- **New Zealand & Australia** are introducing a **travel bubble**, allowing for **quarantine free travel between the two countries**

Foodservice Landscape: Trend Tracker

WORK



- In preparation for fall 2021, **some colleges** like Brown Cornell and Rutgers have **announced COVID vaccination requirements for all students** planning to enroll
- **Almost 80% of Pre K – 12 teachers** in the United States have **received at least one dose of the COVID-19 vaccine**, according to the CDC

SHOP



- **Target** announced plans to **spend \$2 Billion with Black-owned businesses**, with expansion of Black-owned businesses products being a key pillar in that plan
- **7Eleven** announced **two promotion plans** for April that will **benefit Feeding America**
 - On **Feeding America Fridays**, a meal will be donated on behalf of every qualifying purchase
 - Through the **Round up for Rewards** program, guests can round up their purchase to the nearest dollar, with the difference going directly to Feeding America



3V + 5E ASSESSMENT

A New Kind Of Briefing Today !

The Insights Team has been so kind to lend their platform today so that we share how we have been successfully applying our 3V & 5E frameworks. These frameworks ensure we keep the consumer at the center of everything we do and build our brands away from home along the way.



Alexis Porter

Sr. Director, Prestige Brand Building AFH

Understanding & Addressing The Changing Needs Of People In The Context of AFH Has Never Been More Important



**Work Will Happen
More Often From
Home**



**More Restaurant
Consumption Will Be
Off-premise (Take Out,
Drive Thru, Delivery)**



**Entertainment Will
Entail Smaller Crowds
And Safety Assurance**



**Shopping Will Have
Less Friction, Fewer
Trips/Stops, Be More
Ecomm Driven**



**Business Trips Will Be
Less Frequent And
Recreational Travel
Will Start Closer To
Home**

COVID Recovery Is Dynamic

Our Marketing Frameworks Have Evolved To Continue To Keep The Consumer At The Center



**CONTACT YOUR PEPSICO
REPRESENTATIVE TO LEARN MORE**

