

PepsiCo Foodservice Insights Briefing

Unlocking 3V in Digital

Opportunities for Driving Beverage Incidence

April 23, 2021

Foodservice Landscape: Trend Tracker

DINE



- The White House has added a **tax credit for restaurants** with less than 500 employees that **offer paid leave to get vaccinated**, as well as recover from side effects
- **Grubhub** settled a lawsuit that claimed they posted misleading information regarding non-partner operators. The settlement would give non-partners more control over listings, including requesting updates or removal of listings.

PLAY



- **The Staples Center** in L.A. reopened with new protocols on April 15th. New safety measures include:
 - 100% mobile ticketing
 - Must show a vaccination card or negative COVID test (taken in 72 hr. window)
 - No food or drink at seats since masks are required to remain on at all times

TRAVEL



- Some cruise line operators around the world, including Norwegian and Carnival, have begun to announce restart plans, with some vessels setting sail as early as June
- The **U.S.** has issued '**Do Not Travel**' advisories for 116 countries, citing COVID-19, up from just 33 countries last week. The State Department has also warned that the list will soon contain over 80% of the world's countries.

Foodservice Landscape: Trend Tracker

WORK



- Sodexo has partnered with HelloFresh to bring meal kit options to over 300 colleges & universities across the country
 - Students can order for delivery via the BiteU App
- A bi-partisan bill, The Summer Meals Act, has been proposed to the senate that would expand eligibility for free or reduced meals during summer. The bill would reduce the threshold from 50% to 40%

SHOP



- **Amazon** has recently launched their own private label food brand, Aplenty, that will be available both online and in Amazon-Go stores
- **Walmart** has committed to protecting pollinator species in a new policy, mandating changes in supply chain behavior including partnering with solar developers to create pollinator habitats around solar panels

Unlocking 3V in Digital



SECTION 1

Digital Overview & Risk
to Beverage Incidence



SECTION 2

3V & Best Practices

COVID-19 accelerated adoption and usage of digital in the restaurant space

**CONTACT YOUR PEPSICO
REPRESENTATIVE TO LEARN MORE**