

The Next Phase

Diners are ready to enjoy the foods they've missed most while at home

AS STATES CONTINUE onward with reopening measures across the United States, food and its emotional benefits will be critical in the march toward a sense of normalcy. In the meantime, operators continue to explore new launches, focusing on adjusted — and sometimes unexpected — consumer expectations.

As stay-at-home measures loosen across the U.S., diners are getting ready for the food they've missed the most while at home. When asked what they crave or miss the most from restaurants, Mexican food came out on top, with 36 percent of consumers reporting they miss Mexican food the most, followed by seafood (31 percent) and Asian food (30 percent).

In the coming months, formats and flavors that embrace what consumers have missed the most will be fantastic targets for growth, according to Datassential's coronavirus research.

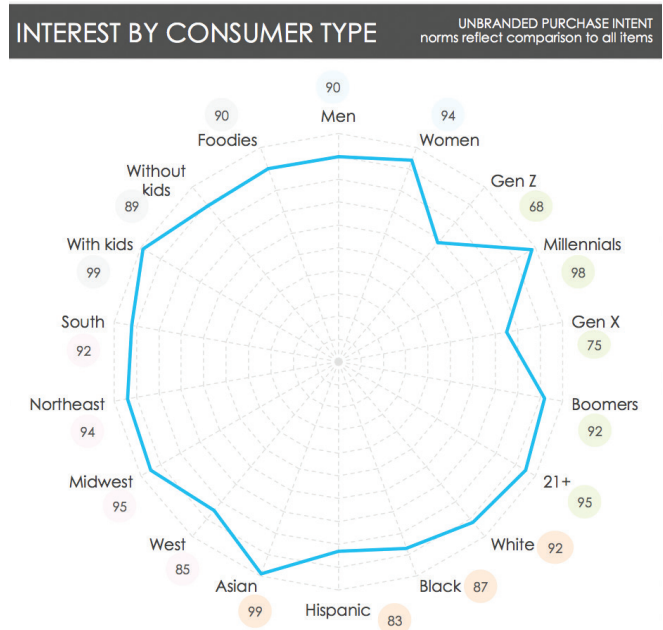
Diners go for what they know and love — 79 percent of consumers report that they'll likely choose a familiar favorite the first time they go back to a dine-in restaurant. However, now is not the time for innovation to wane. As nervousness eases among diners, curiosity and exploration are expected to gain momentum through subsequent visits.

Dairy Queen's Sweet & Tangy Sesame Chicken Strip Basket offers a quick case

study in adding an approachable moment of interest to a familiar favorite.

By tossing its classic chicken strips in a sweet and tangy sesame glaze, this limited-time offer scores a strong 94 in Unbranded Purchase Intent, with a broad appeal across generations from baby boomers to millennials, regardless of its lower Uniqueness score of 69. **CSN**

Datassential's coronavirus research takes an exhaustive look at industry topics impacted by the COVID-19 crisis. For access to all of its coronavirus reports and resources for free, visit Datassential's COVID-19 page at datassential.com/coronavirus.



OPERATOR: Dairy Queen
ITEM TYPE: Limited-Time Offer

DATE: February 2020
PRICE: \$6.99

DESCRIPTION: 100% all-tenderloin white meat chicken strips, tossed in a sweet & tangy sesame glaze, served with crispy fries, Texas toast and your choice of dipping sauce. Available in four- or six-piece baskets.

94

unbranded PI

58%
definitely or probably
would buy

92

versus other QSR items

83

versus other meat entrees

79

versus other items
from Dairy Queen

73

branded PI

54%
definitely or probably
would buy

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versus other QSR items

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versus other meat entrees

73

versus other items
from Dairy Queen

69

uniqueness

42%
extremely or
very unique

71

versus other QSR items

80

versus other meat entrees

74

versus other items
from Dairy Queen

83

frequency

22%
would order the item
all the time

77

versus other QSR items

89

versus other meat entrees

72

versus other items
from Dairy Queen

88

draw

49%
would visit somewhere
just for this item

83

versus other QSR items

82

versus other meat entrees

49

versus other items
from Dairy Queen

76

value

50%
excellent or good value
for the dollar

54

versus other QSR items

86

versus other meat entrees

60

versus other items
from Dairy Queen