



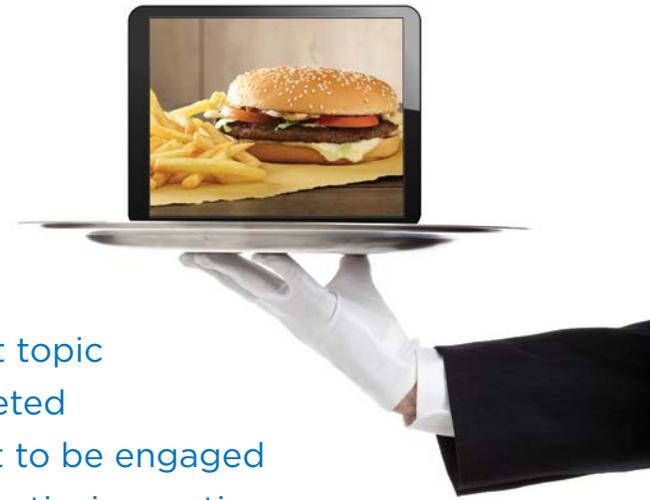
MARKETINSIGHTS | MAY 2015



HAVI Global Solutions | Grow Smarter

NOW SERVING... Technology

Millennial-driven marketing continues to be a hot topic as brands scramble to attract and retain the coveted demographic. It is no secret that Millennials want to be engaged on their terms, requiring companies to find authentic, innovative ways to capture and keep their attention.



WENDY'S GOES TO SCHOOL

In a bid to win the digital consumer, Wendy's is opening a new technology lab across from Ohio State University. Advancing the company's ambition to roll out technology faster than the competition and appeal to younger consumers, the technology lab will build mobile applications that improve or enhance the in-restaurant experience. The company is betting big on technology, with estimated spending on tech-related initiatives in 2015 topping \$40 million. Their goal? To gain relevance with consumers, speed up lines, increase order accuracy, and improve targeted marketing. Wendy's already rolled out a mobile

payment app and is currently testing mobile ordering, self-order kiosks, and a loyalty program.¹

POPEYES MOBILE MANUEVER

Popeyes Louisiana Kitchen's latest limited-time offer, Tabasco-marinated Red Stick Chicken, was launched with a supporting mobile game, "Red Stick Staredown, A Game of Chicken."² As part of the company's rebranding effort and focus on Louisiana-themed storytelling, the mobile game was designed to promote the backstory of *le petit baton rouge*, the little red stick, and its role in helping farmers pick perfect Tabasco peppers. The mobile game uses facial-recognition technology to educate and engage consumers, creating a memorable experience that Popeyes hopes will drive brand advocacy and increased consumption at local restaurants.



SPECIALITY Bites

What's tasty and trendy in 2015? From nutritious nibbles to savory spices, attendees at the **Specialty Food Association's** Winter Fancy Food Show in San Francisco got a sneak peek at a few of the gourmet goodies that will enter the market this year. Topping the Association's "What's New" and "What's Hot" lists are products that appeal to healthy and indulgent lifestyles.



GLUTEN-FREE GOODIES

The gluten-free market is growing. According to research firm **Packaged Facts**,³ the U.S. market will exceed \$2 billion by 2019. For the first time in Girl Scout history, gluten-free cookie varieties will be available from most Girl Scout councils. Among the cookies being introduced this year, Toffee-tastic and Trios are two tasty new options for gluten-sensitive consumers.⁴

COOKIE MONSTERS

Who doesn't love a good cookie? **Ben & Jerry's** ice cream, the brand that first blended chocolate chip cookie dough and ice cream, has launched a new "Cookie Core" flavor line for 2015.⁵ The innovative pints of ice cream include a "cookie butter" core (cookies that are ground until they reach a smooth,

buttery consistency) surrounded by ice cream infused with the same cookie flavor. The five new flavors hitting retail shelves are Hazed & Confused Core, Karamel Sutra Core, Peanut Butter Fudge Core, Salted Caramel Core, and That's My Jam Core.



PLANT-BASED POWER

Chia seeds just may be the next superfood. The tiny black seeds, native to the South American *Salvia Hispanica* plant, are packed with powerful nutrition. A one-ounce serving of chia seeds is loaded with essential omega fatty acids, protein, fiber, and significant amounts of other important nutrients and antioxidants.⁶ California-based **Mamma Chia**, an organic, chia-based food and beverage company, is adding two new variants to its **Chia Squeeze Vitality Snack** line: mango coconut and wild raspberry.⁷ Both flavors are made from nutrient-rich organic chia seeds and organic fruits and vegetables.

TECH TAKEOVER: Restaurant 2.0

In the highly competitive restaurant industry, any advantage could be a game changer that yields returns in customer service, operational efficiencies, and profitability. New technologies are helping build the restaurant of the future—faster, more efficient, and more profitable—by improving outdated paper-based operations and the customer experience.



TIMELY TABLES

Rather than relying on numbered cards or flags, the **Vuze Table Location System** by **HME Wireless** utilizes active RFID technology to take the guesswork out of finding a targeted table in a crowded restaurant. Already in use by QSRs and fast casuals like McDonald's, McAlister's, and Lyfe Kitchen,⁸ customers receive an RFID tag with a number when they order their meal to place anywhere on their table. The tag transmits its location back to the kitchen, allowing staff to track the exact location of the order and ensure food is delivered "hot, fast, and fresh."⁹

MEDIA MONOPOLY

Restaurants are already using strategically placed, networked digital displays to communicate with customers and favorably position their brands, products, and services. The emerging trend is for brands to transmit targeted messages through those displays, leveraging the reach, demographics, and immediate access of the ever-changing restaurant audience. According to the latest **Digital Place-based Advertising Association** survey,¹⁰ 64 percent of strategic media planners have advised their clients to shift funding away from traditional out-of-home, television, and online media channels toward digital place-based media. Could restaurants become the next big media channel? Time (and testing) will tell.

TALK TO ME

According to **InMoment**, a cloud-based customer experience optimization company, the way you listen to your customers impacts the quality of information they provide and your relationship with them. Using text analytics, InMoment's **Active Listening** technology suite provides insights on what to improve and how. It covers topics from staffing levels and training, to new items and menu selection, to the effectiveness of marketing

ANALYTICS



campaigns and more. The company believes that unstructured feedback (i.e., comments) is invaluable to understanding and connecting with customers. The Active Listening Suite applies text analytics in a unique, patent-pending way to get “more actionable data, and make the feedback process a more engaging, positive experience for customers.”¹¹

BEHIND THE SCENES

Digital workforce management is accelerating as restaurants are introduced to the time- and money-saving benefits that cloud-based systems provide for scheduling, payroll, and other time-intensive operations. Examples of activities that have moved into the digital world include tracking food costs, accessing schedules, staff scheduling, access to food prep instructions, food safety, and using barcode scanners to check and order inventory.

HotSchedules, a suite of cloud-based, point-of-sale (POS)-integrated applications, provides workforce management and back-office, cloud platform solutions.¹² Users can create



schedules and push them out to employees, allow staff to swap shifts via online and mobile, communicate company-wide messages with the push of a button, control sales and labor costs, and use POS sales and labor data to accurately predict future schedules.

SMARTER SEATING

Simpler, digital solutions are making paper-based wait management systems a thing of the past. **Long Range Systems' (LRS) On Cue for Restaurants (OCR)** is a waitlist app that integrates with multiple hardware tools to form a complete table management solution. OCR notifies guests when their table is ready using either customizable text messages or an LRS integrated guest pager.¹³ Quick, three-step guest entry, guest personalization tools, and integrated table management help enhance the guest experience.



NoshList's Waitlist Me is a cross-platform waitlist app that elevates customer relationship management. Beyond its waitlist capabilities, the app recognizes regular customers via a history that shows what they like to order or have ordered in the past, allowing staff to offer that food item again or add something special to the guest's order. The app can also test different specials, enable staff to add customer-specific information (e.g., name, phone number, VIP status), view demographics and analytics, and identify special situations (e.g., birthdays, anniversaries).¹⁴

RAW & REAL: Packaging's Future



Consumers' appetites are shifting toward more authentic, honest, sustainable products, and packaging designers have the challenging (but rewarding!) task of communicating that sentiment to shoppers on shelf. In some cases, it may be expressed through raw, crafted or vintage-inspired design. In others, it comes to life in packaging that is as simple as nature itself.



WILDLY AUTHENTIC

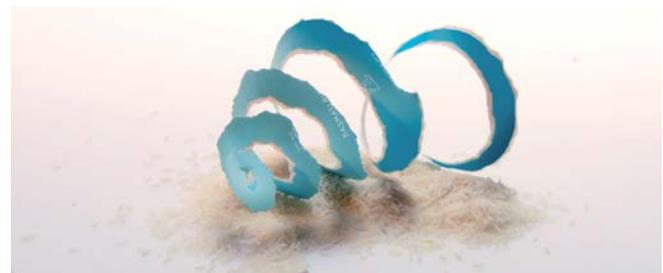
California-based **Juniper Ridge** makes 100 percent natural, foraged perfumes, colognes, and soaps, "wildcrafted from ingredients sourced from the earth," including bark, moss, mushrooms, plants, and tree trimmings. To capture the essence of the brand and transport consumers into its world, the brand recently redesigned its packaging to include wilderness paintings and wooden caps hand-carved in the brand's Oakland workshop.¹⁵

BIOLOGY BOUND

What does the future hold for package design? That is what Swedish design studio **Tomorrow Machine** aims to find out. Its latest innovations showcase the movement toward bio-based packaging, a next-generation evolution of sustainable packaging. With demand for

environmentally responsible products and packaging on the rise, bio-based substrate innovations inspired by nature could be the answer consumers are looking for.

One example is Tomorrow Machine's sustainable Basmati Rice package concept. It holds the product in "a pyramid of soft beeswax [that is] soy-ink printed and dusted with pearlescent robin's egg blue."¹⁶ Opening the package is similar in action to peeling an orange, leaving only trace remnants of the eco-friendly package behind.



RE-PURPOSED Plastics

According to **Science Magazine**, the first rigorous study of plastic waste estimates that 270 million tons of plastic was produced globally in 2010,¹⁷ a figure that is expected to grow exponentially by 2025.¹⁸ The U.S. Environmental Protection Agency found that only 9 percent of the total plastic waste produced by Americans was recovered for recycling.¹⁸ There are some companies, however, that have found unique alternatives to recycling plastic that could generate increased awareness among the general public on this important topic.

WATERPROOF WIN

Mexico-based **Cronology** has developed a system that converts PET bottles into a type of mineral paper that is waterproof and photodegradable. The company states the new technique is 15 percent cheaper than conventional paper manufacturing methods but yields a paper product that is stronger, higher quality, and water-resistant. Cronology also claims to be more environmentally friendly, saving 20 trees and 56,000 liters of water for every ton of paper produced.¹⁹ Additionally, although mineral paper is stronger than standard paper, it degrades in just six months.



BOTTLED BEDSHEETS

W Hotels Worldwide has partnered with global music artist and entrepreneur **will.i.am** and **Coca-Cola** to bring the **EKOCYCLE** brand to hotel rooms worldwide. Each king-size sheet set is made of approximately 31 recycled 20-ounce plastic bottles. The sustainable sheets are made using the same high-quality process as the W brand's current bedding, but the virgin polyester is replaced with recycled polyester. W Hotels claims the change was a move to become more eco-friendly while reducing costs. The new sheets are more durable and last through twice as many washings before wearing out. Consumers can purchase sets for their homes at the W's online store.²⁰

Credits

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