CURATING CONSUMER-FOCUSED EXPERIENCES
• This webinar is part of our monthly webinar series to stay engaged with our community and bring programming of interest to our members.

• This webinar is eligible for CPE. If you are interested in receiving CPE credit for this webinar, please e-mail me (Marty Mickey) at mmickey@nl.edu now.

• During the webinar, there will be three check in questions for you to answer. **In order to receive CPE, you must answer all three of these questions.**

• Copies of the slides for this presentation and a recording of the webinar will be available on the CACUBO website in a couple of days.

• We will send out a survey afterwards to solicit thoughts and topics for future webinars.

• If you would be willing to present in a future webinar, please e-mail me at mmickey@nl.edu.
MONEY MATTERS
51% OF CONSUMERS SAY WE’LL ENTER A RECESSION IN 2023

23% SAY WE WON’T

27% SAY WE’RE ALREADY IN ONE
$1.75 trillion
AVERAGE ANNUAL SNAP PARTICIPATION RATE (thousands)
64% of consumers rate personal finances fair or poor

37% are very concerned about the economy and are reining in spending

Impact on spending behavior

FRAGILE
YOUNGER GENS FEEL OPTIMISTIC
AUDIENCE POLL

Question: Have you Bought On-line and Picked in Store in the last month?

A: Yes
B: No
GO SMALL
CREATE CULTURE
HAPPY CUSTOMERS = POSITIVE BUSINESS OUTCOMES
LOYALTY
LONG-TERM
AFFINITY
VALUE MATTERS
NEW VALUE COMPONENTS

EXPERIENCE

EFFICIENCY

CONNECTION
EXPERIENCE MATTERS
A NEW THIRD PLACE
And……
make it Instagram-worthy!
40% of consumers want more outdoor seating

50% of Gen Z
41% OF GEN Z WANTS MORE PLACES TO WORK OR STUDY AT RESTAURANTS
AUDIENCE POLL

Question: Does your campus have a Pub or Alcohol sales in an outlet on campus?

A: Yes
B: No
EATERTAINMENT BOUNCES BACK

27% OF GEN Z WANTS MORE GAMES & ENTERTAINMENT OPTIONS AT RESTAURANTS
82% OF CONSUMERS HAVE VISITED AND EATERTAINMENT RESTAURANT
EFFICIENCY MATTERS
They’re Hooked

55%

TAKE OUT/DELIVERY IS ESSENTIAL TO THE WAY THEY LIVE

60% OF GEN Z
there are 43,868 ghost restaurants in the U.S. today

63%

OF CONSUMERS SAY A RESTAURANT DOESN’T NEED A DINING ROOM IF THE FOOD IS TASTY, SAFE, AND A GOOD VALUE
AUDIENCE POLL

Question: Does your campus include Robotics as part of your campus dining program?

A: Yes
B: No
Robots & Drones favored by Younger Consumers

46% of consumers would order food that gets delivered by a self-driving vehicle.

62% of Gen Z
41% of operators say robotics are essential to the long-term future of the food industry.
CONNECTION MATTERS
Lead with Purpose

71%

CONSUMERS SAY VALUES INFLUENCE FOOD CHOICES

44%

PURPOSE-DRIVEN CONSUMER
Employees...or Co-Creators & Ambassadors

46%

First Regular Job for All Adults was in Restaurant Industry

73%

Gen Z Adults Worked in Restaurant Industry at some point
PRICE, QUALITY, QUANTITY

- Right options in the right place and the right time
- Value driven solutions
- Modify menu to meet student needs
CONNECTION

- International Food Festival
- Partnerships with Residential Life, Campus Life, Mental Health Center, Biology Department
- Faculty/Staff Connection
- Food pantry
- Food truck commissions fund scholarships
EXPERIENCE

• Inclusive Marketing Calendar
• Holiday events
• Themed tables
• Local promotions
• Music that aligns with special events
EFFICIENCY

- 50% adaptation of mobile ordering
- Dedicated locations to pick up orders
- Adding 2 “Smart Stores” in underserved areas.
Q&A
SAY HELLO TO GEN ALPHA

THEY’RE HERE!
FUTURES BETTER SERVED