

# 4 Actionable Tips from Restaurant Leaders

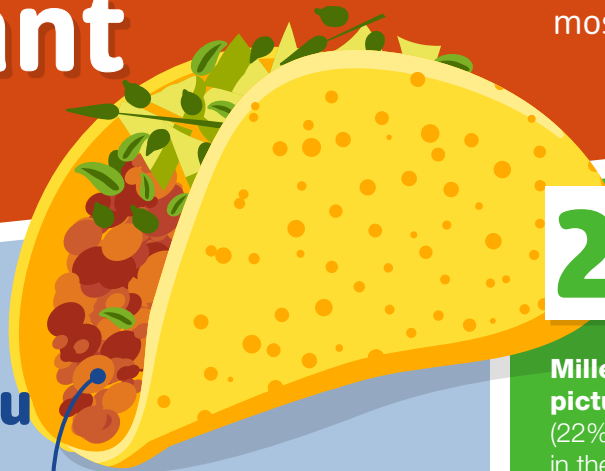
With consumer demands shifting, restaurant chains are upping their game in a variety of ways to remain competitive. To help keep up, take cues from some of the most successful in the biz.

## 1 Increase Better-for-you Menu Items

Penetration of healthy menu items has increased by 7.9% over the past 5 years, as **consumers clamor for natural/real food and drink**. Replacing beef or pork options with turkey is one way operators are introducing healthier options to their menus.



**Spotted at Del Taco**, which introduced **seasoned turkey** as a protein option last year. Their turkey has 40% less fat than their seasoned beef choice.



## 2 Consider Social Media

**Millennials are most likely to post pictures of food** on social media (22% say they do), and Gen Z is following in their footsteps.

Chains do well with LTOs and permanent menu items that are Instagram-ready.



**Spotted at Starbucks**, which is king of viral menu items. The chain followed up the wildly successful Unicorn Frappuccino (available for just 5 days) with unique, visually appealing treats including:

- ▶ **Zombie Frappuccino**
- ▶ **Crystal Ball Frappuccino**

## 3 Offer Customization

From different portion sizes to choosing desired ingredients, customization isn't slowing down—



of consumers say the ability to customize their order is important when visiting a fast-food restaurant.

**Spotted at Firehouse Subs**, whose Small Subs offer consumers a delicious, snackable option for when they're not hungry enough for a full meal.

## 4 Make Off-premise Easier Than Ever

Consumers order food to-go, on average, **5.5 times per month**. Operators are adding new ways to reach busy diners, making it easier than ever to order food.



**Spotted at:**

**Dunkin Donuts**, which is testing delivery options

**Chick-fil-A**, which recently launched a mobile ordering app

**Pizza Hut**, which rolled out bot ordering on social media

