



a golden state foods company

# FLASH

Winter / Spring 2021

**Inside** —————→

QSR of the Future

Innovation Roundup

Plant-based Milk Guide



# QSR OF THE FUTURE

LAST SUMMER NEARLY 50% OF DINERS SAID

they increased their usage of carryout, takeout, drive-thru, and delivery. Additionally,

**47% SAY THEY WON'T FEEL SAFE EATING OUT**

“normally” until we have a vaccine in place. It's no wonder QSRs are reinventing themselves.

These new habits will likely leave a lasting impression, and as such, QSRs are adapting to evolve with changing lifestyles. Here's a rundown on just what restaurants of the future may look like.



## THE NEW QSR FOOTPRINT:

Smaller restaurants with limited-to-no indoor seating, expanded outdoor patios, open-air dining.

## AT ARM'S LENGTH:

Designated parking for curbside pickup and delivery drivers, cubbies for digital orders, self-serve kiosks.

## DRIVE-THRUS DOMINATE:

Multi-lane drive-thrus, conveyor systems to ease bottlenecks. Take note: Even Fast Casuals that have traditionally eschewed drive-thrus are jumping aboard to remain relevant.

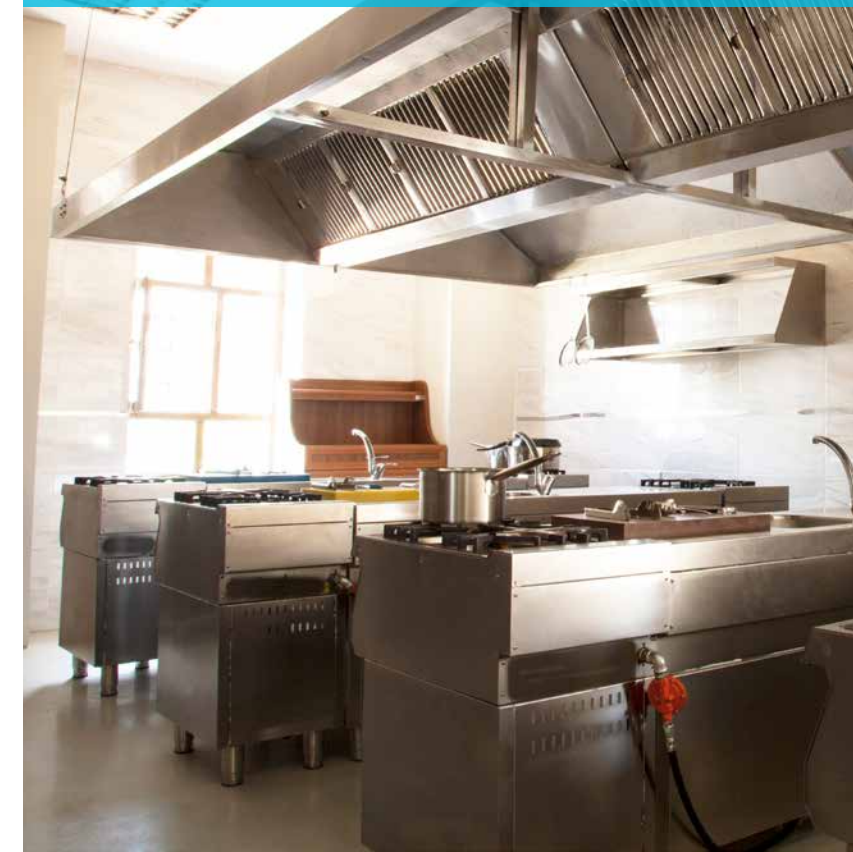
These changes meet evolving consumer lifestyles and often require a reduced footprint, resulting in lower investment and real estate costs for operators. Additionally, more efficient drive-thru lanes translate to fewer idling vehicles: a greener solution and win-win for all.

## ...AND LET'S NOT FORGET GHOST KITCHENS

Along with reconfigured restaurants, chains are flocking to ghost kitchens in droves. From the biggest of the big to small NYC neighborhood joints, these “virtual” or “dark” kitchens have become synonymous with survival.

Many brands are choosing to jump in full-steam with their own resources, while others look to partners who specialize in shared kitchen space, such as CloudKitchens, Kitchen United, or REEF Technologies. Regardless of the approach, we expect to see continued emphasis in this area to further meet demand for contactless dining in a convenience-driven format.

**The ghost kitchen industry is estimated to be a \$1 trillion business by 2030.**





# Innovation Roundup

Interest in plant-based foods continues to skyrocket, appealing to a wide range of consumers from strict vegans to flexitarians. Additionally, new functional foods have proliferated as consumers seek creative ways to keep the virus at bay.

## hybrids



### BurgerFi's Conflicted Burger

Beef burger atop a veggie one; why should one have to choose?



### Coconut Milks

that marry dairy milk with coconut cream for the best of both worlds: satisfying and nutrient-dense

## functional foods



### Coffee for Wellness

Pro Golfer Phil Mickelson's new line combines ethically sourced beans containing natural antioxidants with added superfoods which increase focus, recovery, and longevity. Your morning cup o' Joe and dose of wellness all in one!



### Dual Purpose

Dairy products boasting probiotics, beverages with immunity building properties, teas packed with vitamin C, and antioxidant-rich smoothies are all examples of categories emphasizing immunity advantages.

With all the hype surrounding plant-based milk alternatives, are you having difficulty discerning what's what? Check out our cheat sheet to keep you informed and in-the-know!

## plant-based milks

	Awareness	Interest	Characteristics	Ideal For...
Almond	98%	84%	Slightly sweet, distinct nutty flavor; low calorie; lower nutritional value; environmentally friendly	Smoothies; cereal
Soy	97%	69%	Super creamy; high-protein content; half the fat of dairy; distinct bean flavor.	Espresso-based drinks
Coconut	95%	70%	High fat, making for a great mouthfeel; distinct flavor. Great for high-fat dairy products and recipes that rely on cream.	Yogurt; ice cream; curries; soups; whipped cream substitute.
Oat	74%	35%	Creamy, thick body; higher sugar levels than other milks; creates foam similar to dairy milk; neutral flavor.	Espresso and coffee beverages; smoothies; cheeses; creams; ice cream
Cashew	74%	35%	Exceptionally creamy; milk and slightly sweet; limited protein.	Creams, custards, cheeses.

KanPak Proprietary Research Study via Datassential, 2020



The number of new launches carrying both a **plant-based and an immunity claim** nearly tripled

between 2015 and 2019, according to Innova Market Insights.

**Call or email today and find out how KanPak can help drive your beverage and dessert business and profitability!**

KanPak LLC • 1016 South Summit, Arkansas City, Kansas 67005

1-800-378-1265 | sales@kanpak.us | www.kanpak.us