

Analysis of relevant restaurant marketing trend of 2021 during COVID-19 pandemic

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Abstract

Analysis of current marketing trend which can help the restaurant industry to survive during the COVID-19 pandemic. Advantages and disadvantages of trend, and predictions for the future.

Keywords: restaurant, delivery, food, market, business

Introduction

With quarantine restrictions in different countries, restaurant trends have begun to change quickly. New marketing motions, techniques, new services were introduced, which have been changing the restaurant market. New tendencies in the restaurant business help establishments to keep the lights on. After the review of the restaurant market in 2020, it is possible to affirm that restaurant owners follow modern trends and demands of guests; so consequently, they are trying to adapt to them. The most significant criteria of survival in 2021 are flexibility and capability for quick adaptation of the market.

Food delivery and Takeout

Delivery of food from the restaurants – has recently become the most important and relevant trend, which is going to maintain in 2021 due to quarantine restrictions. It is a life-saving boat for sinking restaurants in the guileful waters of the Pandemic Sea. Especially, if you intend to open a sushi bar or pizzeria, takeout and delivery are a must-have option for those concepts. Of course, the most unpleasant situations can be seen in restaurants with big areas, time-consuming dishes, and those without food delivery.

The culture of food delivery and online order develops incredibly fast; moreover, during the pandemic, when premises are closing for visiting and only takeout and deliveries are available. There are some apps and websites like Doordash or Uber Eats which help people to deliver mouthwatering food from restaurants to their homes by car, cabs, or even bicycles [1]. The number of orders is rapidly increasing in “Virtual”, also known as delivery-only restaurants or the ghost kitchens that become common and devise during the pandemic. To some restaurant owners, a ghost kitchen is a lifeline: It's a way to feed customers while minimizing overhead costs, and an entry point into \$18 billion online food industry restaurants increases. Ghost kitchens are a hot trend in the food delivery arena as well. They allow restaurants to be closer to market without shelling out the cash needed for a brick-and-mortar location [2]. Without this feature; it would be quite difficult to compete and quickly reach recoupment.

The marketplace becomes unpredictable, but obviously, the majority of trends like food delivery, that develop actively nowadays, would motivate market players to be creative and competitive. The rapidity and urgency with which food delivery platforms are growing and changing indicates the dynamic nature of this environment and accentuates the need for surveillance in this area [3]. This is particularly true in the midst

of an ongoing global pandemic where these platforms and geographic coverage have been rapidly expanding.

Here are represented some upsides and downsides of food delivery and takeout

Pros

- Convenience - you do not need to stand in a line in order to have a seat at a busy time
- In most cases, you do not need to pay for a delivery, because delivery companies negotiated with restaurants about prices
- You can enjoy high-quality food in a cozy home atmosphere
- You can order ahead, and at a specific time your meal will be delivered to your home
- You do not need to worry about your outward

Cons

- Delivery takes time, so if you ordered food you have to wait from the moment of processing and preparing the dish until it has been delivered to your home
- In a trip from the establishment to the final destination, it's a high risk of receiving cold food, or even worst, food that has been in a dangerous temperature zone for a long period of time, so it can be dangerous for consumption
- During the trip, food could become unattractive to eat, can be opened, spilled, or pressed
- **NO HOSPITALITY.** The guests will not experience the fundamental principles of Hospitality.

Overall

Nevertheless, even in conditions of global crisis, the necessity and preferences of consumers are still being taken into consideration by the restaurant's owner; they are seeking new formats introducing modern approaches in order to mark out themselves on a marketplace. Currently, nobody knows what the world would look like during the epidemic situation; therefore, businesses must not only be flexible but also be ready for tremendous changes. Restaurant owners will try to shorten expenditure more, optimize business processes, search for perfect food costs, but those who will deal with the crisis are bound to become much more competitive and successful in the future.

REFERANCES

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