

# WHY RESTAURANTS SHOULD CONSIDER MEAL KITS THIS HOLIDAY SEASON



## PEOPLE ARE INTERESTED

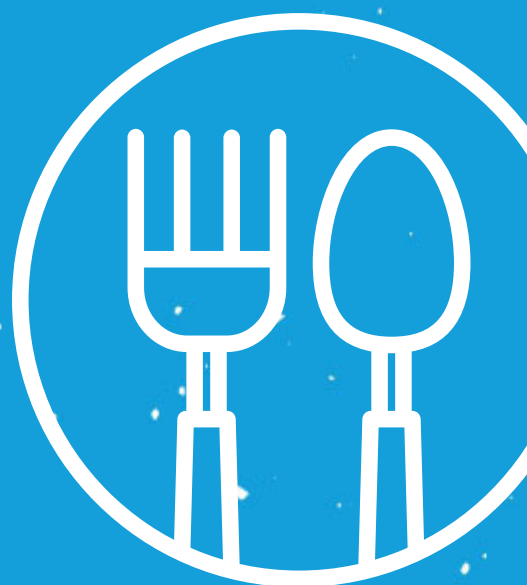
Of those that have tried take-and-bake meals or family meal bundles, 80% would purchase again!

*Datassential Report, August 2020*

## A FULL MEAL EXPERIENCE

Of those that have tried family meal bundles, the majority (83%) want the bundle to include appetizers/sides in addition to the entrée. And almost 1/2 want a dessert as well.

*Datassential August 2020*



## MULTIPLE MEAL OCCASIONS

Interest is strong and continuing to grow for family meals that offer customization and large enough portions for multiple meal occasions. Demand for these meals is no longer limited to just dinner.

*Datassential August 2020*

## COMFORTING CLASSICS

For family meal options, Comfort/Classic Foods are the #1 choice.

*Datassential August 2020*



## REACH GEN Z & MILLENNIALS

Meal kits/"take and bakes" and themed family meals are most popular among Gen Z and Millennials.

*Datassential - Report 34 Back in the Game - 9/18/20*

*Farmer-Owned*

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