

# Holidays 2020

The role restaurants can play in consumers holiday plans this year.

## Holiday 2020 will be unlike anything else we've experienced.

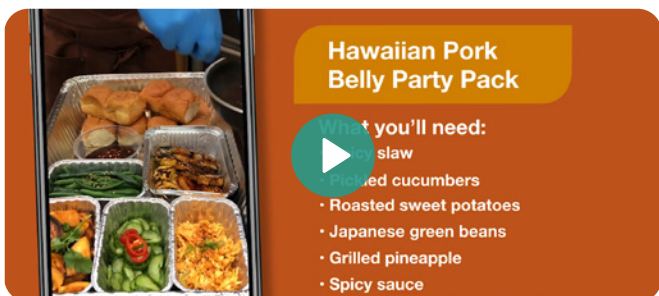
But, if we better understand the new consumer, we can potentially find more opportunities than challenges.

## Traffic Driving Ideas for the Holiday Season (and beyond):

### ❄️ Build a Winter Meal Kit Menu

During the holiday season, consumers want the “special-ness” of a restaurant experience without the health risk. As the popularity of meal-kits and grab-and-go continues to grow, there's more opportunity to combine the restaurant experience with the at home creative cooking experience.

- Consider supplemental materials to extend your unique brand experience into your customers' home
- Add a DIY element to make the experience interactive and fun, like Cargill Chef Brad's Hawaiian Pork Belly Party Pack



# 66%

of consumers will have their New Year's Eve dinner in their home this year



Consumers will be celebrating their holiday meals with an average of **three fewer people** than in the past



**31%** of consumers are anxious or worried about their traditions being different than usual this year

Only **10%** of consumers plan to pick up prepared main dishes from restaurants or grocery stores for their holiday meals; **22%** will pick up pre-made desserts

\*Source: Cargill Proprietary Research; 2020 Holiday Meal Plans

### Develop Offerings for Holiday Micro-Celebrations

While many consumers say they plan to cook a traditional home meal for the big holidays, the winter is full of “micro-holidays,” perfect for special take-out offerings from their favorite restaurants.

#### Micro-Holiday opportunities:

- The Morning-After Holiday Brunch
- The Happy Hour Charcuterie Board and Cocktails
- New Year's Day Clean Eating kick-off

### Create An “Instagram-Worthy” Holiday Cocktail and Pairing Menu

Alcohol consumption has skyrocketed during COVID and cocktails are often how consumers shake up their special occasions—trying out new options, bringing the bar experience home in a way that is exciting and entertaining.

#### Pairing/Bundle Menus:

- Brunch Drink Pairing
- Cocktail Hour Pairing
- Dessert Pairing