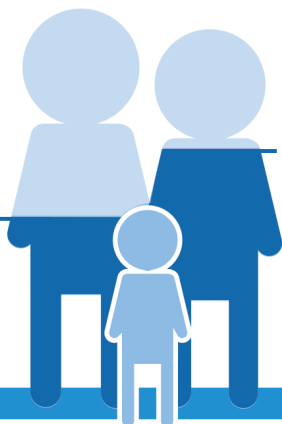


Is your kids' menu ready to go?

Explore ways to build an off-premise strategy that appeals to the needs of busy parents and little appetites.

As of 2017, nearly **40%** of millennials were parents.



That number is predicted to reach **80%** by 2026.¹



Parents are more likely to use **third-party delivery**, restaurant delivery and delivery-only restaurants.²

1

Don't miss an opportunity

Both mobile ordering and takeout are important to millennial parents.¹

Explore the entire off-premise market. It's currently composed of:³

Drive-through
Takeout
Delivery

47%


35%

18%

2

Consider your options

Sales from third-party delivery providers were up nearly

60% 

from Q1 2017 to Q1 2018.⁴

Using a trusted delivery partner can help you expand offerings past dine-in only.

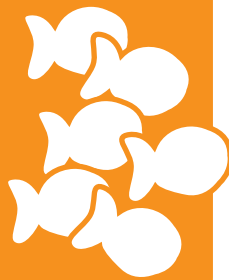
3

Have the right menu mix

Serve food that holds up once it leaves your operation.

Use sides and sweets that maintain look and taste, such as

Goldfish® crackers
and
Goldfish® Grahams.



4

Make kids and parents smile

These attributes are more important to millennial parents in particular.⁵

Better for you • Real • Satisfying

Make sure your off-premise food options meet demand—incorporate wholesome and fun items from brands kids know and love.

¹Technomic U.S. Millennial Parents Insights Report, 2017 ²Technomic The Consumer of Tomorrow, 2018
³Technomic Next-Level Off-Premise, 2018 ⁴Technomic Industry Update, 2018 ⁵Technomic Consumer Brand Metrics

