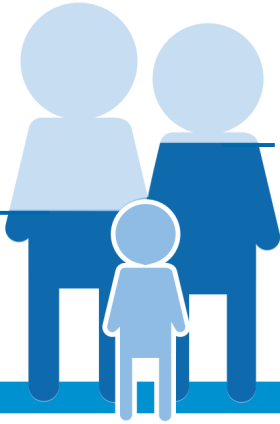


# Is your kids' menu ready to go?

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.<sup>1</sup>



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

1

## Don't miss an opportunity

Both mobile ordering and takeout are important to millennial parents.<sup>1</sup>

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

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.<sup>4</sup>

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

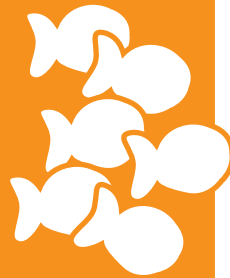
3

## 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.<sup>5</sup>

*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.

