

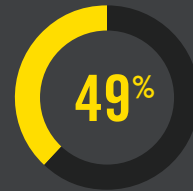


# ONLINE ORDERING TAKES OFF

Younger consumers and busier lifestyles are driving off-premise trends. Learn who's ordering food to-go (and how) and why it's so important to offer delivery and carryout services.



Consumers order takeout an average of **5.5 times** per month.



of 18- to 34-year olds say they're ordering food to go more often now than three years ago.

Offering delivery can increase sales, too:



of consumers ages 18 to 34 who order food to go often purchase more food than they do when dining in.

Among add-ons, beverages are most popular, followed by appetizers and desserts.



Beverage:  
**42%**



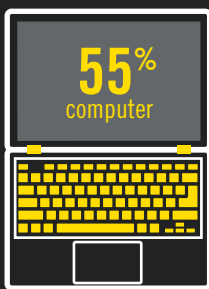
Appetizer:  
**22%**



Dessert:  
**17%**

Online and mobile ordering are a big help.

"If offered, I'd use online ordering via a \_\_\_\_."



Other mobile and online ordering options can help increase to-go orders.

Some newer tech-based ordering options offered at popular chains include:

- ▶ Emoji-only texts
- ▶ Chatbot
- ▶ Text-based
- ▶ Social media



Source: Technomic's 2016 Takeout & Off-Premise Dining CTR  
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