

# Trending:

## Cultivating Your Catering Opportunities

Catering outpaced overall industry growth by 50% last year. It makes up \$60 billion in sales within the restaurant's \$600 billion industry.

Catering makes up  
**18%** of sales on average for restaurants

**90%** of restaurant operators believe that catering is somewhat or very important to their business, but 28% of operators haven't made strategic investments to build this business.

**61%** of respondents said their catering business was coming from business-to-business operations who order online.

For brands reporting growth in catering...

**91%** are making investments in people, technology, marketing, packaging, equipment and facilities.

While 34% of respondents said they are investing in people, 25% said they are investing in technology.

### Home Catering Family Meal To-Go



### Cracker & Barrel Heat n' Serve Family Meal To-Go



**Chick-fil-a** tested five meal kit recipes in 150 stores across the Atlanta area. They are designed to make it easy for customers to cook their own meals at home using fresh, pre-measured ingredients they can pick up in the drive-thru/counter via their app.