

# Qualities of Off-Premise

## CONSUMPTION THAT CONSUMERS LOOK FOR

Since the onset of COVID-19, food operators have seen a significant shift in business with consumers frequently ordering with curbside or third-party delivery services.<sup>1</sup>



**OVER 86%**

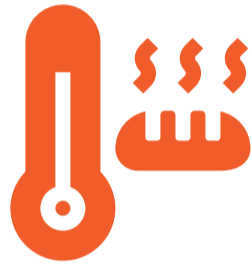
of consumers are somewhat or very likely to order guacamole for delivery.<sup>1</sup>



**80%**

would add sliced avocados to their order!<sup>1</sup>

### Patrons' biggest concerns with meal pickup and delivery:<sup>1</sup>



Food temperature



Freshness



Order accuracy

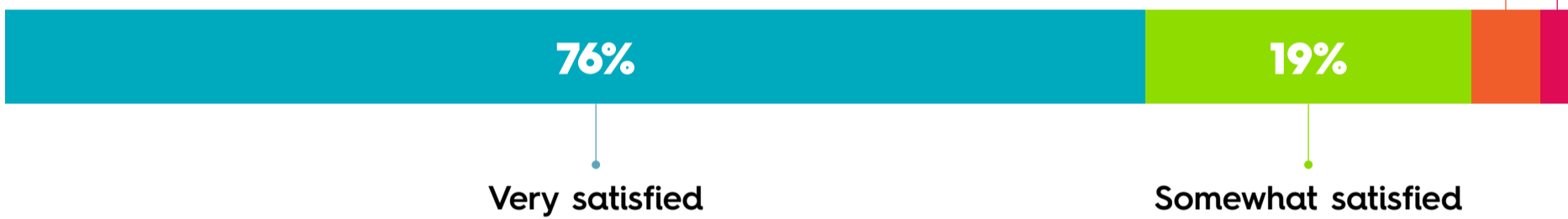


Wait time

## Consumer Delivery/Curbside Pickup Satisfaction

Consumer satisfaction with the last meal they ordered:<sup>1</sup>

Not at all satisfied **2%**  
Neutral **4%**



### Reasons Consumers Were Satisfied

Consumer satisfaction with the last meal they ordered:<sup>1</sup>



Temperature (food was hot when it arrived)



On-time delivery



Great-tasting, fresh food



No-contact delivery/curbside pickup



Correct order



### Reasons Consumers Were Dissatisfied

Consumer dissatisfaction with the last meal they ordered:<sup>1</sup>



Temperature (food was cold when it arrived at home or was picked up at the restaurant)



Late delivery



Incorrect order



**For more information and ways to grow your business, contact your AFM regional director.**



Source: 1. AFM Delivery Research, June 2020 (n=200 consumers; 8 Food Service Operators).