

# DIGITAL IS THE NEW NORMAL!

**Digital ordering** is expected to constitute more than half of all QSR sales by 2025. More than **70%** of limited service restaurants now offer curbside / drive-thru pick-ups, which is the highest amongst all retail segments (e.g; grocery, apparel, etc.). While the industry has made great strides when it comes to adoption of new commerce capabilities, execution has been less than perfect. (Incisiv, Scaling Digital Capabilities 2020)

Digital restaurant ordering has reached an all time high of **18%** share

(Food Business News, Feb 2021)

Over **half** of all Canadians intend to order food online at least once a week after the pandemic

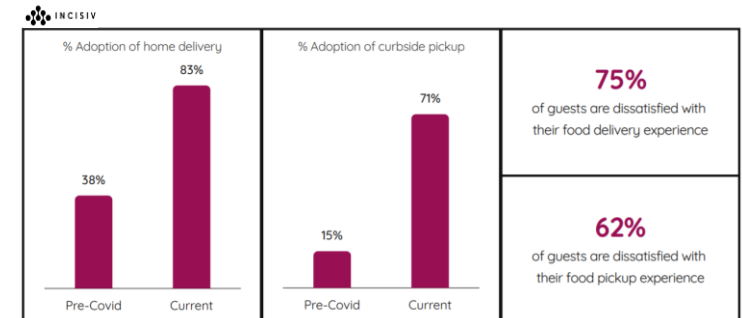
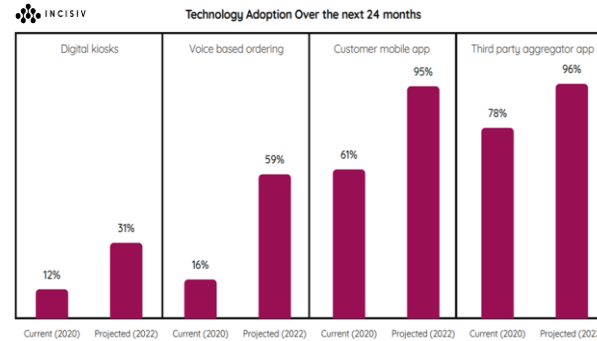
(Dalhousie, Agri-Food Lab Nov 2020)

**1/3** of off premise customers over the age of 21, say they would include an alcoholic beverage with a takeout or delivery order (NRA 'Top Industry Trends 2021)

Consumers spend **50%** more on average when they place orders online for takeout (Restaurant Technology News, Feb 2021)

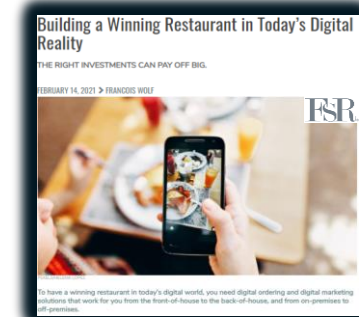
**57%** of Gen Z & Millennials report that digital ordering & payment options are important (Technomic Ignite Consumer Brand Metrics 2020)

**29%** of Gen Z diners said contactless payment solutions influence where they eat



**75%** of guests are dissatisfied with their food delivery experience

**62%** of guests are dissatisfied with their food pickup experience



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