

# The Krumb: Delivery 2.0

Kara

FOODSERVICE BAKERS

## Coronavirus

Everything you need  
to know to adapt  
to the new normal.



STAY AT  
HOME

PROTECT  
THE NHS

♥ save  
lives

[karafs.co.uk](https://karafs.co.uk)

🐦 @karafsbakery

# Top Operators:

## Foodservice Delivery (lockdown)

% share of Food/Drink Delivery  
in the last 7 days.



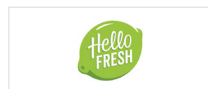
54%



32%



21%



13%



12%

On average, consumers are using **Foodservice Delivery** services twice a week. If lockdown measures are tightened, the percentage driven by not wanting to leave the house will likely rise.

## The **foodservice** delivery landscape pre lockdown



Active users

**£31.9bn**

+



Ordering frequency

**2.23** times p/m p/h

+



Avg. spend per head  
per order

**£9.47**

Total Implied Spend

**£8.1bn**

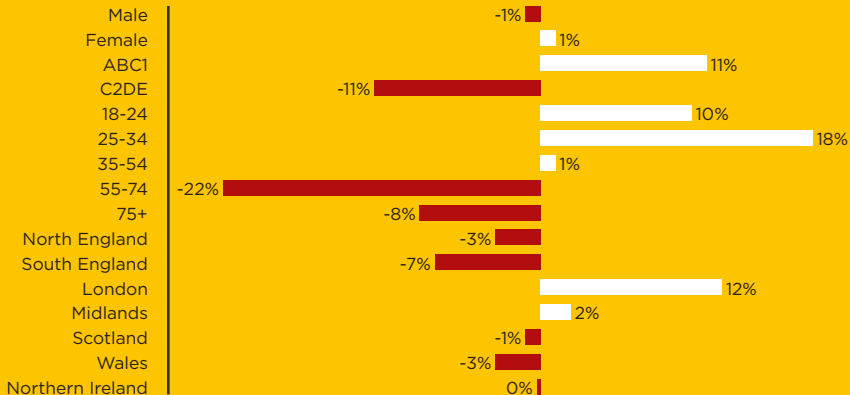
# Things to Consider

**3000** new restaurants have signed up to Deliveroo this last week.

**Deliveroo is offering a new financial service to restaurants for free.** Money made from deliveries will be paid to restaurants within a day. Deliveroo are covering the increased banking charges for this.



## Demographic over and under indexes for ordering delivery during lockdown vs channel average restaurants (% difference)



# Foodservice Delivery Facts



The UK foodservice delivery market has grown by

**£3bn**

in the last 6 years

Delivery is expected to grow by **6.8%**, between 2018-2021  
- **5%** higher than the total foodservice markets

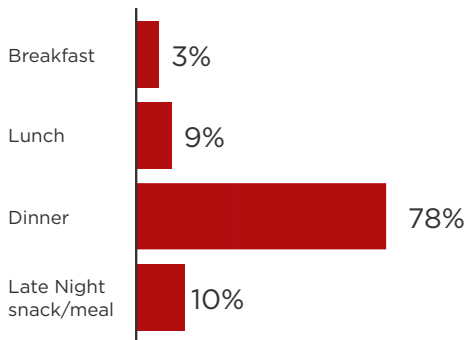
**Vegan food** becomes the UK's fastest growing takeaway



# Further Facts

## What meal occasions do customers use a delivery service for?

Meal share 2019



### Did you know?

All your allergen information must be available and up to date if you are using online delivery.

## How do customers order?

App  
40%



Computer  
36%



Phone  
11%



Over a third of orders are made via an app

# Advantages of Delivery



Boost sales



Test new ideas and concepts



Operate from smaller sites



Data collection aiding precise development



Utilise kitchen space with virtual brands

# Considerations of Delivery



Lower spend hitting profitability



Risk of in-store dissatisfaction



Brand image and reliance on third parties



Risks around unexpected surges



Cannibalise in-store sales

Data Collected from MCA Allegra Insights, 2019, 2020

\*Data Collected from MCA Allegra, 2018-2019, The Guardian, 2019  
Big Hospitality, 2020