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01 AUDIENCE

91K

unique monthly visitors

78%

of subscribers are manager-level or above

97%

of Technomic's Top 100 Chain Restaurants read Restaurant Dive

RESTAURANT DIVE

47,300

SUBSCRIBERS

You'll find Restaurant Dive's news and insights in the inbox of notable subscribers, like:

- EVP & CIO, Domino's
- Board Member, CMO, EVP of Marketing, Checkers and Rally's Restaurants
- CFO, Legal Seafood
- SVP, Business Technology, Starbucks
- Sr. Director of Business Development & Innovation, McDonald's
- VP of Marketing & Menu Innovation, Denny's
- VP of Global Supply Chain & Logistics, Krispy Kreme
- SVP of Merchandising & eCommerce, Hard Rock Cafe
- VP of Operations, Bojangles Restaurants
- Chief Supply Officer, Inspire Brands (Arby's, Buffalo Wild Wings, Sonic, Jimmy John's)

02 TOP-PERFORMING CONTENT

Coming off of a high-demand year for many in the restaurant industry, the year ahead is filled with unknowns as a potential economic downturn looms. With many major players forced to raise prices to offset inflation, consumers' willingness to pay is a concern especially if discretionary income decreases in tandem. As new tech and restaurant expansions continue to change the industry landscape, let's take a look at what our readers have been focused on most.

Top 5 topics

- QSR Operations
- Labor
- Marketing and consumer trends
- Store development and technology
- Delivery

Top 10 Restaurant Dive stories

5 trends that will shape the restaurant industry in 2023

Domino's adds loaded tater tots to menu

Ghost kitchens need to go omnichannel if they want to survive, experts say

Second major Burger King franchisee declares bankruptcy

Subway reportedly mulling \$10B sale

Starbucks to update rewards program in February

90-unit Burger King franchisee files for bankruptcy

How Bartaco eliminated wait staff roles to boost wages

Shake Shack expects to open up to 70 units in 2023

How Chipotle's focus on training, internal promotions drove record employee retention

Keywords resonating right now

- pricing strategies
- inflation
- consumer trends
- autonomous delivery
- tablet ordering
- restaurant revitalization fund
- franchising
- lawsuits & settlements
- ghost kitchens
- restaurant trends

03 TRENDS

Economic changes

- Increasing ingredient cost
- Supply chain shortages
- Dynamic menu pricing strategies

Technology and development

- The fall of ghost kitchens
- New restaurant layouts
- Software as a solution for efficiency

Industry shifts and shake ups

- Multi-unit deals
- Restaurant location expansion
- Industry adoption of drive-thrus

Labor and wages

- Labor shortage
- Turnover prevention methods
- Raising wages

Our readers spent nearly 2x as long on these stories than the average story:

- How Chipotle's focus on training, internal promotions drove record employee retention
- While chains seek multi-unit franchisees, small operators have room to grow in 2023

Low economy, high consumer appetite

Although consumer demand in the restaurant industry appears to be unwavering (for now), restaurants' bottom lines are still being affected by a worsening economy. High employee turnover, labor wages, and ingredient costs are plaguing the food service industry, forcing major players to raise prices.

Leaders will be looking for innovative strategies to cut costs and increase revenue, whether that be through dynamic menu pricing or smaller portions at the same price. While this may not alter consumer demand in the short-term, strategies like this could be risky for a brand's long-term image.

Eyes bigger than their stomach?

Even in an economic climate that is uncertain, many large brands continue to expand their footprint with franchises, multi-unit deals, more locations, and experimental layouts. However, the popular ghost kitchen trend of past years is proving to generate more harm than good causing brands to invest in different layouts like drive-thrus, resort locations, and airports.

Many chain restaurants are opting for multi-unit deals rather than singular franchises. Even so, individual franchisees are still on the upward path despite increased operating and tech costs and higher real estate prices.

Tech that is made to order

In a dog-eat-dog industry, restaurant leaders must be on the cutting edge of technology to cut costs, increase efficiency, and put themselves ahead of the competition. Restaurant decision-makers are most concerned with utilizing technology to offset fluctuating labor costs.

Delivery and order management are a large focus for leaders as integrated software solutions to manage orders and third-party delivery apps take center stage. Increasing efficiencies through the implementation of new technologies is how leaders plan to weather economic storms.

04 MARKETING INSIGHTS

Deliver insights that resonate with this audience by reflecting the content preferences of over 47,300 Restaurant Dive subscribers in your strategy:

Content Characteristics

- Definitive
- Informative
- Up-to-date
- Actionable
- Competitor-focused

Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

Deliver a feast for the senses

Decision-makers have enough on their plate as it is. Experiment with different content formats that make their consumption all the more easier. Explore podcasts, webinars, blog posts, short-form videos, and more. Deliver value straightaway, and whenever appropriate, pair an issue with an actionable takeaway.

Highlight the crème de la crème

The restaurant industry is highly competitive and changes on a dime, so leaders must be prepped with the latest competitor news — from tech updates to menu innovations. Leaders want to know what the best of the best are doing so they can apply and adjust their own strategies accordingly.

You can't have your cake and eat it too

Keep it real with this audience. Although consumer demand is still high, the latter part of 2023 could be the start of a different story for restaurant brands. Give these industry leaders a bird's-eye view of the landscape highlighting both external and internal factors impacting their business and beyond.

studio / ID






How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

Contact us

