COVID-19 Poll

Week 5

Product Planning
18 Industry Participants

The topic surrounds product changes and innovation.

3 Questions Asked
Question 1

What innovative ideas has your company embraced because of COVID-19?

- Touchless meals swipes.
- Releasing a new flavor on May 15.
- Looking at ways to repurpose our products.
- Looking at helping with labeling for take out.
- Recipe concepts that meet upcoming ways to serve students.
- Menus are written for the next 3 to 4 days only utilizing inventory on hand.
- Developing a language on how to talk about safety with customers.
- Online ordering.
Question 2

Do you foresee any permanent product changes for your company as a result of COVID-19?

- Yes (50%)
- No (50%)
Question 3

What permanent product changes have been made?

- Menu changes to streamline operations and adapt to grab-n-go format.
- SKU rationalization.
- Limited menus.
- Individual packaging of food service items.
- Downsized.