

SPRING 2021

THE RESTAURANT INDUSTRY'S  
CURRENT STATE OF PLAY

CAPACITÀ  
MASSIMA:  
40 PERSONE

Sparwasser  
Birra  
Vino  
Amari  
Distillati Esteri  
Nazionali  
Long Drink  
Cocktail  
Analcolici, Soda  
e Succhi di Frutta

BEVERAGE  
PROGRAM  
SOLUTIONS  
FOR  
INDUSTRY  
PROBLEMS

sharedspirits

# The Current State of Play

A TOUGH ENVIRONMENT

# SHARED SPIRITS MARKETING REPORT

**R**estaurant industry sales totaled \$659B, a loss of \$240B on the original, pre-pandemic projection of 2021 sales. In addition, more than 110,000 eating and drinking places closed temporarily or were shuttered for good, based on data available as of December 1. The State of the Restaurant Industry Report incorporates a survey of 6,000 restaurant operators and important trends in consumer behavior, as revealed by a survey of 1,000 adults.

This according to the 2021 State of the Restaurant Industry Report, prepared by the National Restaurant Association. The report reflects industry practices and advances in technology, off-premises businesses and prime costs in restaurants.

Simon-Kucher & Partners, a global strategy and marketing consulting firm, released data back in May that teased a seismic deviation. Pre-COVID-19, 67 percent of meals were consumed away from home. During the crisis, it shifted to 45 percent. The company's survey data said after the pandemic (six to 12 months) this would slide to 37 percent home-cooked, and 63 percent away from home. While a 4 percent difference doesn't



seem massive, if you go off the National Restaurant Association’s 2020 projected figure of \$898 billion sales for 2020 (before COVID-19), it’s roughly a \$50 billion annual sales opportunity gone for restaurants. Source: <https://www.qsrmagazine.com/consumer-trends/restaurant-outlook-2021-uneven-recovery-better-days-ahead>

## **A PATH FORWARD WITH BEVERAGE/BAR PROGRAMS**

A third of off-premises customers (ages 21+) say they included an alcoholic beverage with a takeout or delivery order since the beginning of the COVID-19 outbreak, and they’ll continue to in the future. Source: restaurant.org

## A SIGNIFICANT RESOURCE FROM BARMAGIC



This guide features significant resources, ideas, and practical case studies showcasing bar and restaurant success stories through the pandemic. Download it via the USBG Resources tab. <https://www.usbg.org/support/covid-19-resources>

**Haberdasher** - San Jose, CA San Jose's very first cocktail outpost, Haberdasher, is another craft cocktail bar that immediately understood that more than just a push to curbside was needed to make it work. "This is supposed to be fun, even in times like these. Since the weather got warmer, we changed our curbside outfits to Aloha attire, and play Hawaiian music curbside, as one example" says Cache Bouren, . "We all need an excuse to reconnect with a laugh or a smile, so make an effort to do that, for your crew and your guests."

## ONE POTENTIAL SOLUTION FROM SHARED SPIRITS

A significant problem operators have shared with our team is the need to build activity in tough to fill nights or leverage high-margin offerings from the bar.

### The Shared Spirits Campaign Management Machine © CMM

Shared Spirits developed technology that allows establishments to accomplish strategic marketing outcomes with little to no risk.

Though a customer facing mobile app on iOS and Droid with a browser-based venue management system, establishments may upload a portion of their drink menu to the Shared Spirits app.

These drinks are instantly available for in-app purchase via consumer to consumer. The real power of the CMM however, is the ability to initiate a marketing spend with Shared Spirits.

The process works as follows:

- Establishments on-board and feature a few drinks.
- They share their key customer list/bar staff/GM's/ambassadors with Shared Spirits.
- We upload those contacts into an "Influencer" database.
- We take marketing dollars and compliantly convert the spend into drink credits.
- We deploy the drinks out to their proprietary contacts via the Shared Spirits app.
- We encourage those recipients to share and redeem at the establishment.
- When drinks are redeemed at retail price, the restaurant is reimbursed 80% of the drink's price. **Shared Spirits delivers reports, metrics, and campaign data.**



**The Math:**

The \$10.00 cocktail featuring a well brand carries a COGS (Cost of goods sold) of perhaps \$2.50.

It retails for \$10.00

When the recipient of the campaign drink brings in their campaign drink credit for redemption, the drink is rung up at retail price.

**We send \$8.00 back to the establishment.**

The \$2.00 net cost the establishment spent to get this customer back into the restaurant should deliver a tab ranging from \$25.00 to \$75.00 depending on whether they redeemed the drink and had a happy hour appetizer plus another drink or brought along friends leading to a larger aggregate spend.

There is no better value in restaurant beverage marketing, to-go cocktail/wine marketing, or marketing for restaurants or bars being offered anywhere.

Agency inquiries and partnerships welcome. For a full demo visit <https://sharedspiritsmarketing.com/schedule-a-demo/>

For more information on how Shared Spirits Marketing may facilitate bottom line success as your bar or restaurant comes back from the pandemic or grows in spite of capacity limits and our post covid19 environment and realities, reach out to CEO Sherman Mohr.

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