A large satellite dish antenna is shown in silhouette against a night sky filled with stars and the Milky Way galaxy. The dish is illuminated from within, casting a red glow. A bright star is visible in the sky, with a red laser beam or light trail extending from the dish towards it. The foreground shows a dark landscape with some structures and a red light source on the ground.

**SIMPLY
SMARTER**

All panelists



✓ All panelists and attendees

Alison Watson (Panelist)

To: All panelists and attendees ▼



Type message here...

datassential.com/coronavirus





[Our Website](#) [in](#)



Datassential

284 subscribers

SUBSCRIBED



HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



Simply Smarter - Season 3

▶ PLAY ALL



The State of the Industry
With Mike Kostyo & Mark Strandau

Datassential
266 views • 3 weeks ago



The Amazing Trends Episode
With Mike Kostyo & Jarnie Howe

Datassential
277 views • 1 week ago

Simply Smarter - The Datassential Webinar

▶ PLAY ALL



The Impact of the Digital Age
With Eve Turov-Paul

Datassential
585 views • 6 months ago



Mask On, Eyes Up
Consumer Demographics As We Move Forward

Datassential
342 views • 6 months ago



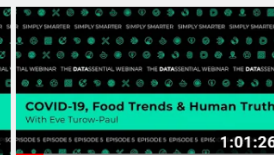
Disgust, Food, & COVID-19
With Dr. Paul Rozin

Datassential
181 views • 5 months ago



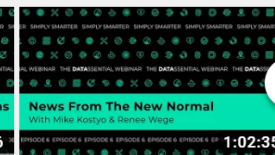
Innovation Inspiration
Plant Based Sprouts & Combinations Change

Datassential
316 views • 5 months ago



COVID-19, Food Trends & Human Truths
With Eve Turov-Paul

Datassential
192 views • 5 months ago



News From The New Normal
With Mike Kostyo & Terese Wigge

Datassential
277 views • 4 months ago



What's up?!



OAK AND REEL, DETROIT



AUTOMAT KITCHEN, JERSEY CITY





STELLINA PIZZERIA, WASHINGTON DC



Jones Bar-B-Q, Kansas City



NEW AT 5

BBQ Vending Machines
Kansas City, KS

EPICUREAN HOTEL, ATLANTA







BIO-DETECTION DOGS

Medical
Detection Dogs



‘An Operational Success’: The Miami Heat Bring Back Fans With Innovative Use Of Covid-Detecting Dogs





NEWS EXCLUSIVE

Biden's \$1.9T COVID relief bill to include \$25B for ailing restaurants

By [Ebony Bowden](#) and [Carl Campanile](#)

February 3, 2021 | 11:03am | Updated



SCIENTISTS HAVE TAUGHT SPINACH TO SEND EMAILS AND IT COULD WARN US ABOUT CLIMATE CHANGE



By [Marthe de Ferrer](#)

Updated: 02/02/2021 - 17:36

SHARE THIS ARTICLE





DATASENTIAL TRENDSPOTTING // VOL. 89

BREAD ART

If bread art seems a little familiar, it's because we first covered the quarantine trend in the Trend Zone section of *Trend Watch* (July 2020). Another trend that became popular due to consumers having more time on hand at home with quarantine, bread art largely calls for using fresh, colorful produce such as tomatoes, asparagus, and red onions, pressed into focaccia dough to create breadworthy works of art.

Though many social media users have now laid their hands at bread art, *Tote of Home* says Instagram user @honeyandbaker is "at the heart of the trend," with a profile description that reads, "putting the art in artisan breads" and posts showcasing a variety of photogenic food creations. Though focaccia is often used, the trend has morphed into decorating any type of bread, such as etching words or intricate patterns into loaves of fresh sourdough.



TW VOL. 89

SOURDOUGH DISCARD

Sourdough bread starters lasting quite some time, bread baking also led to another trend: creative ways to use up all of that sourdough discard. Because every new "feeding" of a sourdough starter inevitably means having sourdough discard, many consumers looked for recipes so it wouldn't just go to waste. Some recipes and ideas for sourdough discard include making sourdough muffins, popovers, pancakes, or even pizza crust.

REALISTIC CAKES

If you've held your breath when watching a video of a knife cutting into what appears to be a hand or forearm, you've experienced this trend that started last summer when the "everything is cake" meme circulated online. Much of the viral trend has been attributed to baker Luke Vincentelli, who has created an estimated 2,000 realistic cakes and amassed over 550,000 followers on Instagram. The baker has made cakes to resemble everything from death ovens to cans of White Claw.



HOME BREWING

Brewing your own beer is another home activity that likely wasn't top-of-mind for most consumers pre-pandemic. Why invest all that time and equipment when the beer store (or bar) is just around the corner? Quarantine and forced shutdowns were the perfect push for closet home brewers, or just consumers who had some time on their hands to try something new. Though home brewing might have required way too much time and thought before, starter homebrew kits are now fairly simple to acquire, and *Artistic Fuel* says that though homebrewing requires patience and time, "in an age of self-isolation and quarantine, it may be the perfect stay-at-home activity" and "perfect cure" for quarantine blues. Sara Flora, a beer lover that worked full-time at an art gallery in L.A. pre-pandemic, is now leading a new wave of homebrewers, missing over 10,000 YouTube followers for her homebrewing recipes and tips. She told *Tribal* that "it's just like everyone baking bread — everyone has more time at home and it's an easy hobby to pick up."

CANNING



Whether it was home-brewed beer or leftover fresh produce from home gardens, many consumers turned to canning to make the best of their at-home project labor last as long as possible. In August last year, several news outlets reported on the rise in popularity of canning evidenced by a shortage of canning supplies being reported at a variety of stores. The vice president of Lehman's hardware store in Ohio told *The Washington Post* sales in the store's canning category were up 600% over last year, with many supplies, like those from Ball (the maker of Mason jars, which faced shortages throughout the country due to unprecedented demand), were on back order even though the store typically would have a 10-year supply on order.

DEEP DIVE // CONCEPTS TO KNOW IN ILLINOIS

1 SUPERDAWG

Superdawg, founded in 1948, is a Chicago institution that's withstood the test of time and capitalizes on nostalgia, maintaining an updated yet historic look — iconic hot dog character vehicles are still to be found on the roof of both locations and the customers can still have their hot dogs delivered to them by carhop. Superdawg has made a name for itself serving its remarkable pusa hot dog (pictured right) on a poppyseed bun topped with mustard, tangy piccalilli, dill pickle, chopped Spanish onions, and hot pepper.



40% OF CONSUMERS ARE INTERESTED IN TRYING THE CHICAGO-STYLE HOT DOG

DA MIDWEST2021

home gardeners worked on their green thumb even more while quarantining (often due to restaurant shutdowns, grocery store scarcities, or just wanting to shelter-in-place). About a third of consumers told us they took up gardening during the pandemic too, while a quarter said that although they didn't, they were interested in doing so. In addition to gardeners who had access to outdoor space, technology has also helped consumers who aren't as lucky. Datacentral looked at some of the newest gardening gadgets (along with a variety of other nifty



feature smart technology like the Click & Grow indoor garden at left. Similar to other indoor gardens, Click & Grow aims to offer "zero effort gardening" by providing all the elements needed for growing produce indoors. Customers can choose from a range of seed pods that include seeds and nutrient-rich soil, and they don't even have to worry about watering or sunlight. Simply fill the water tank and the garden automatically waters the plants while overhead lights provide all the "sunshine" needed.

2 WOLFFY'S

At Wolff's in Chicago, guests will find quintessential Chicago eats like the Chicago-style hot dog, which stars a Vienna beef hot dog topped with mustard, relish, onion, pickle, tomato, peppers, and celery salt served on a steamed poppyseed bun. They also offer a classic hot bun sandwich (another Chicago staple) featuring hot gardeners or sweet peppers. According to *Chicagoland FLAVOR*, <https://www.chicagolandflavor.com/2021/02/11/wolffys-hot-dog/>, which could be a concept worth capitalizing on, even if your operation isn't in the Chicago area. Today, Wolff's is an iconic institution (it's Superdawg, it opened in 1967, and fun fact, appeared in the opening credits of the 1995 movie "White Men Can Sleep") which starred actress Sandra Bullock.

FOUR HOT DOG CONCEPTS TO KNOW



3 GENE & JUDE'S

Outside of Chicago in the suburb of River Grove, IL, is Gene & Jude's, which has been operating since 1946. Their tagline "no seats, no lunch, no pretense, no nonsense" stands out boldly on their website. Rather than coming topped with ketchup, Gene & Jude's iconic Depression Dog (pictured left) comes topped with french fries and mustard.



4 THE ORIGINAL

THE ORIGINAL



DA DINE AROUND
YOUR MONTHLY FOODSERVICE IMMERSION

REGIONAL STAPLES
Discover regional Midwestern dishes like the loose meat sandwich.

EXPLORE COVID PIVOTS
With the onset of the pandemic, Midwestern operators have gotten creative with their pivots.

UNCOVER NEW OPENINGS
See how Midwestern operators continue to open new restaurants mid-pandemic.

DATASENTIAL TRENDSPOTTING // VOL. 85



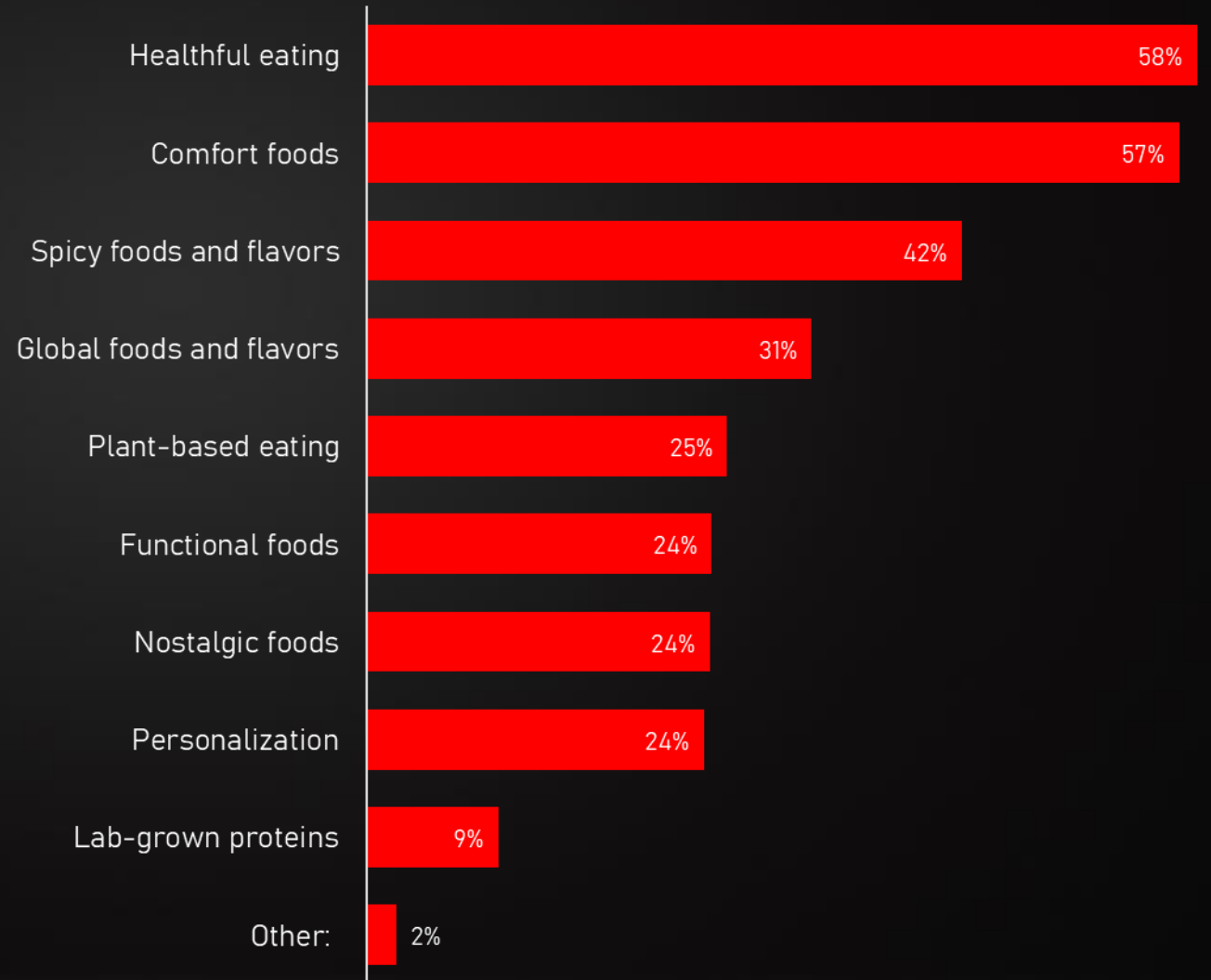
GLOBAL FLAVORS
**HEALTH &
IMMUNITY**



Consumers have competing desires, but they don't appear to have comfort food fatigue.

Lab grown proteins are emerging, but early adopters include foodies and those following strict diets.

What new food and beverage trends are you looking forward to seeing more of in the year ahead?



Restaurant Meals Turned Disease Busters.

do you agree with the following statements about immunity-boosting elements in your food?

I wish immunity-boosting foods/ingredients were an option at all the places I go out to eat	51%
I would only consider ordering immunity-boosting items from places that are known for healthy foods.	51%
I want immunity-boosting ingredients in everything I eat (burgers, burritos, pastas, pizza, etc.)	48%
I wish there was an option to add "immunity boosters" to any / all foods or dishes that I order from a restaurant	47%
I wish there was an option to add "immunity boosters" to any / all beverages that I order from a restaurant	45%
I would only consider ordering immunity-boosting items from places where I've seen similar things before	44%
I only want immunity-boosting ingredients in healthy foods or dishes (smoothies, salads, etc.)	43%
I only want immunity-boosting ingredients in drinks (smoothies, shakes, juice blends, etc.)	41%
I only want immunity-boosting ingredients in cold foods (smoothies, salads, raw foods, etc.)	36%



Global foods have a healthy halo.

71%

YES

29%

NO



In general, do you think global cuisines are healthier than American cuisines?



ELEUTHERO



CACAO TREE CAFE

PROTEIN

PROTEIN FUEL

blueberry, banana, almond mylk, almond butter, cinnamon, hemp protein, spirulina, date, maca, omega blend, kale \$10.50

POST-WORKOUT PROTEIN

banana, coconut mylk, ginger, turmeric, date, hemp protein, omega blend, cashew butter \$10.50

HIGH VIBE

banana, almond mylk, date, raw tahini, omega blend, spirulina, maca, romaine \$9.49

BREAKFAST BLEND

banana, almond mylk, almond butter, cacao powder, omega blend, maca, romaine \$9.49

SPICE OF LIFE

banana, almond mylk, cacao powder, cayenne, cinnamon, maca, date, omega blend, romaine \$10.50

COLD BREW

cold brew coffee, almond mylk, banana, cacao powder, cashew butter, date, omega blend \$10.50

MANGO MUSCLE

mango, banana, almond mylk, tahini, cinnamon, maca, omega blend, brown rice protein, date \$10.50

SUPERFRUIT

SUNSHINE

strawberry, banana, orange juice, goji, kale \$9.49

INNER WARMTH

strawberry, blueberry, apple juice, lime juice, ginger, goji, spinach \$9.49

AMBROSIA

mango, apple juice, lime juice, fresh mint, goji, spinach \$9.49

ORANGE CREAMSICLE

banana, mango, orange juice, almond mylk, goji, camu camu \$9.49

BUILD YOUR OWN SMOOTHIE

\$7.99

select 3 fruits: mango, pineapple, peach, strawberry, banana, blueberry, raspberry. Blended with your choice of organic apple or orange juice
coconut mylk or almond mylk +.50

Thai coconut water +2.50 wheatgrass ice cube +2.50

GREEN

BEE GREEN

mango, peach, apple juice, avocado, spirulina, local raw honey, spinach, bee pollen \$10.50

ON A BEACH IN HAWAII

mango, pineapple, banana, coconut mylk, coconut meat, goji berry, spirulina, spinach, ginger (optional) \$9.49

CHIA GREEN

mango, banana, coconut mylk, honey, chia seeds, spirulina, kale, spinach, cinnamon \$10.50

ELIXIRS

ROOT POWER

mango, fresh thai coconut water, turmeric, ginger, cinnamon, cayenne, lemon juice, honey \$10.50

REFRESH

peach, pineapple, raspberry, fresh thai coconut water, orange juice, lime juice, camu camu, eleuthero, ashwaganda, ginger (optional) \$11.99

EXHALE

strawberry, blueberry, banana, almond mylk, orange juice, maca, camu camu, ashwaganda, eleuthero \$11.99

I-THRIVE

mango, pineapple, blueberry, coconut mylk, coconut meat, ginger, goji, eleuthero, wheatgrass \$11.99

DAILY TONIC

fresh Thai coconut water, coconut meat, cacao powder, maca, shilajith, macuna, ashwaganda, cinnamon, chaga mushroom \$11.99

FRESH COCONUT WATER

12 OZ \$6.99 16OZ \$8.99

unpasteurized, cut fresh in-house

SUPERFOODS

ADD EXTRA SUPER FOODS TO ANY SMOOTHIE:

\$.75/each: omega blend (brown rice protein, ground flax, ground chia), hemp protein, maca, goji berry, date, honey, brown rice protein

\$1.00/each: bee pollen, cacao powder, spirulina, chaga mushroom, camu camu, eleuthero, ashwaganda, macuna, shilajith, almond butter, cashew butter, tahini, avocado

REFRESH

peach, pineapple, raspberry, fresh thai coconut water, orange juice, lime juice, camu camu, eleuthero, ashwaganda, ginger (optional) \$11.99

EXHALE

strawberry, blueberry, banana, almond mylk, orange juice, maca, camu camu, ashwaganda, eleuthero \$11.99

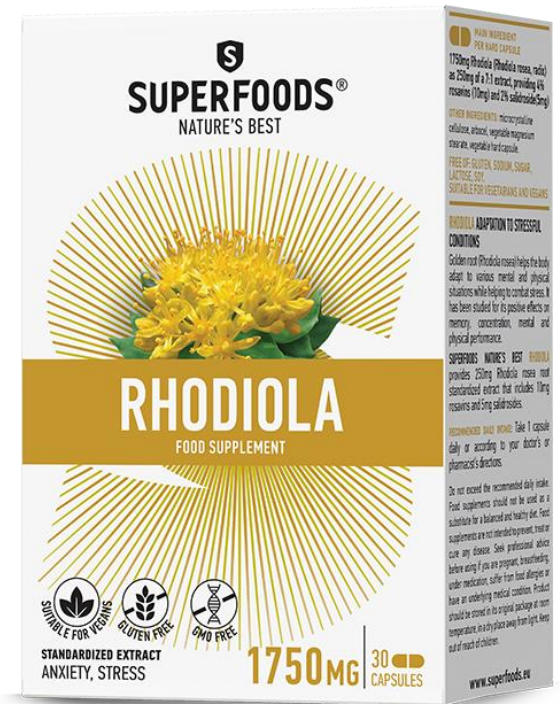
I-THRIVE

mango, pineapple, blueberry, coconut mylk, coconut meat, ginger, goji, eleuthero, wheatgrass \$11.99





RHODIOLA





SHATAVARI



PUKKA
womankind

A delicate dance of
organic cranberry,
rose & sweet
vanilla

Net Wt 1.5g
(0.05oz)

PUKKA
womankind

A delicate dance of
organic cranberry,
rose & sweet
vanilla

Net Wt 30g (1.05oz)

tea sachets

PUKKA
womankind

A delicate dance of
organic cranberry,
rose & sweet
vanilla

Net Wt 1.5g
(0.05oz)

PUKKA
womankind

A delicate dance of
organic cranberry,
rose & sweet
vanilla

Net Wt 1.5g
(0.05oz)

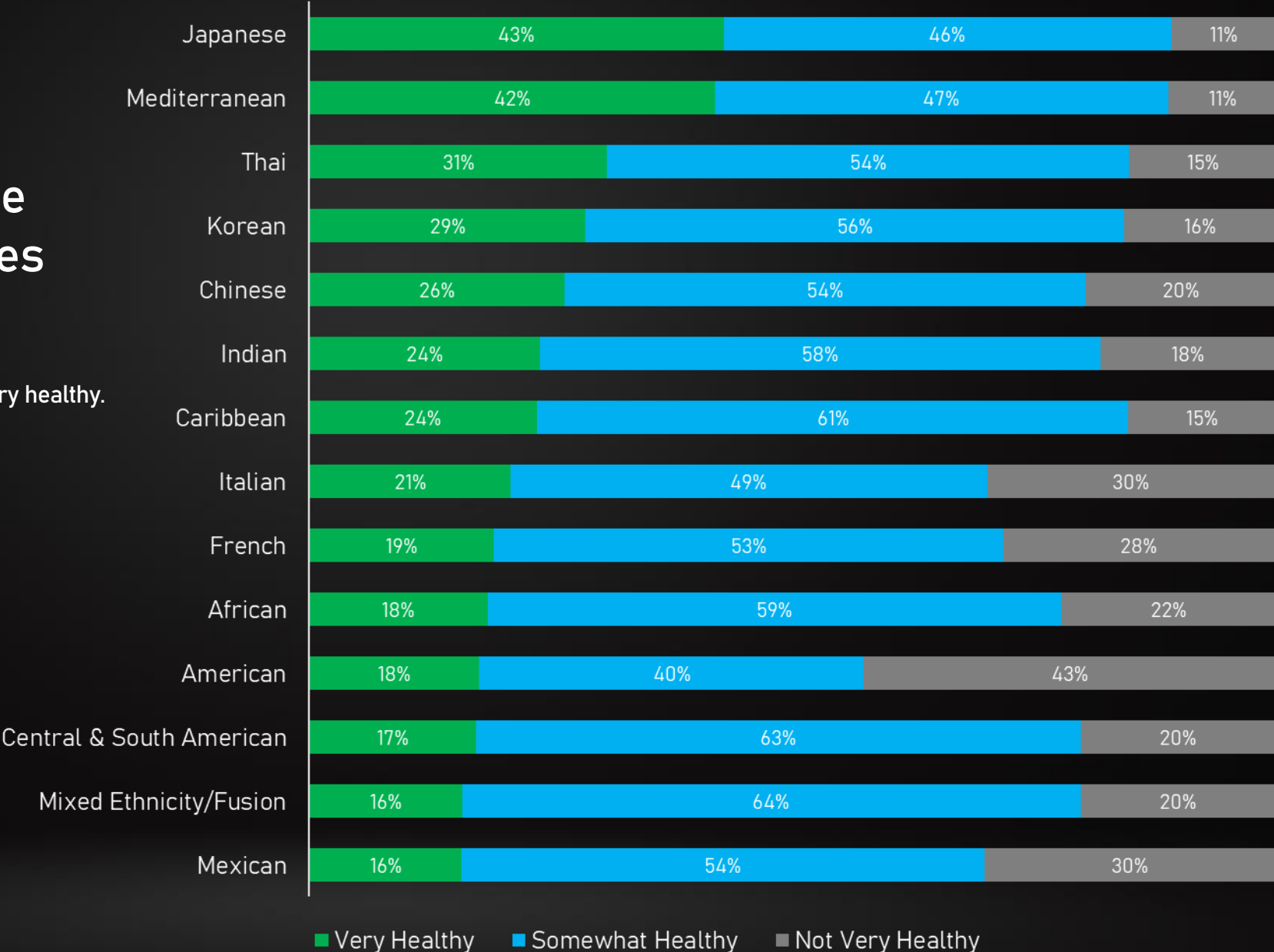
PUKKA
womankind



Consumers rank Japanese and Mediterranean cuisines as the healthiest.

43% of consumers think American cuisine is not very healthy.

Please rate the following cuisines by how healthy you feel they are.

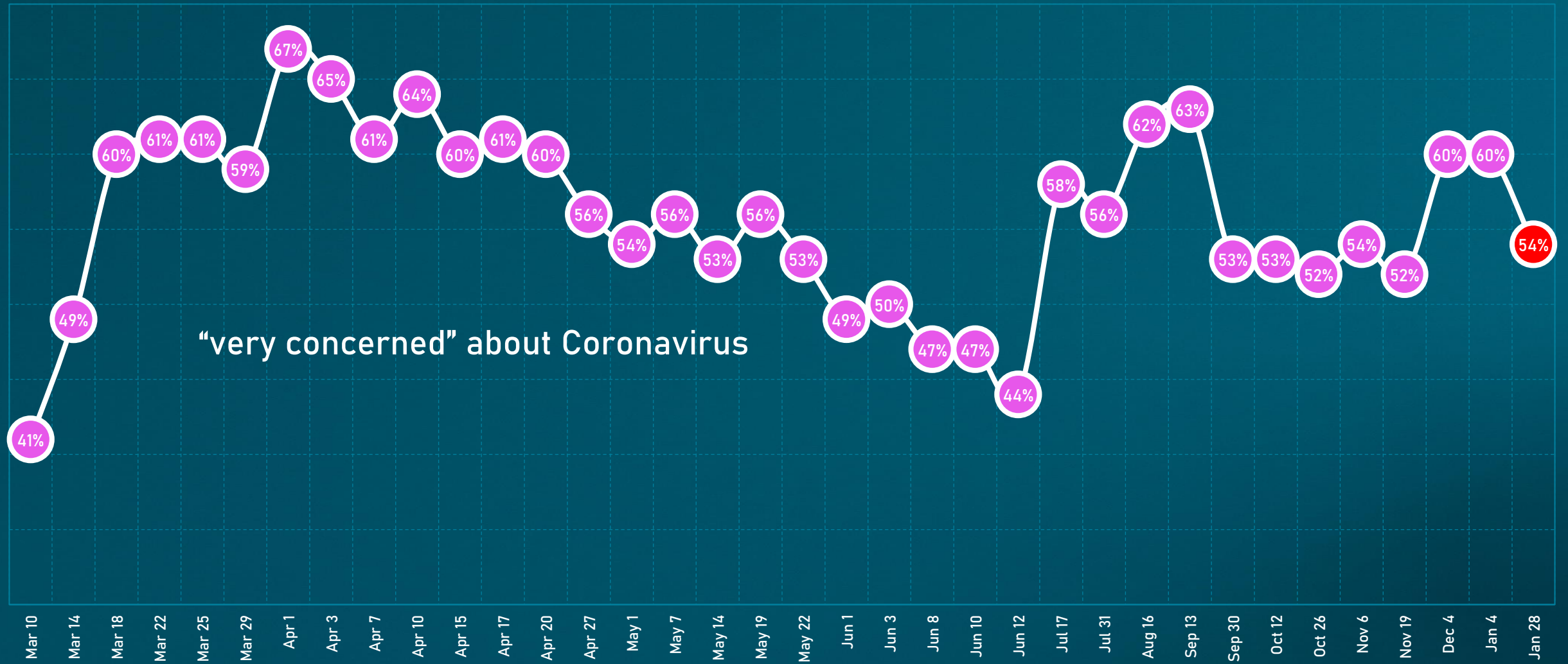




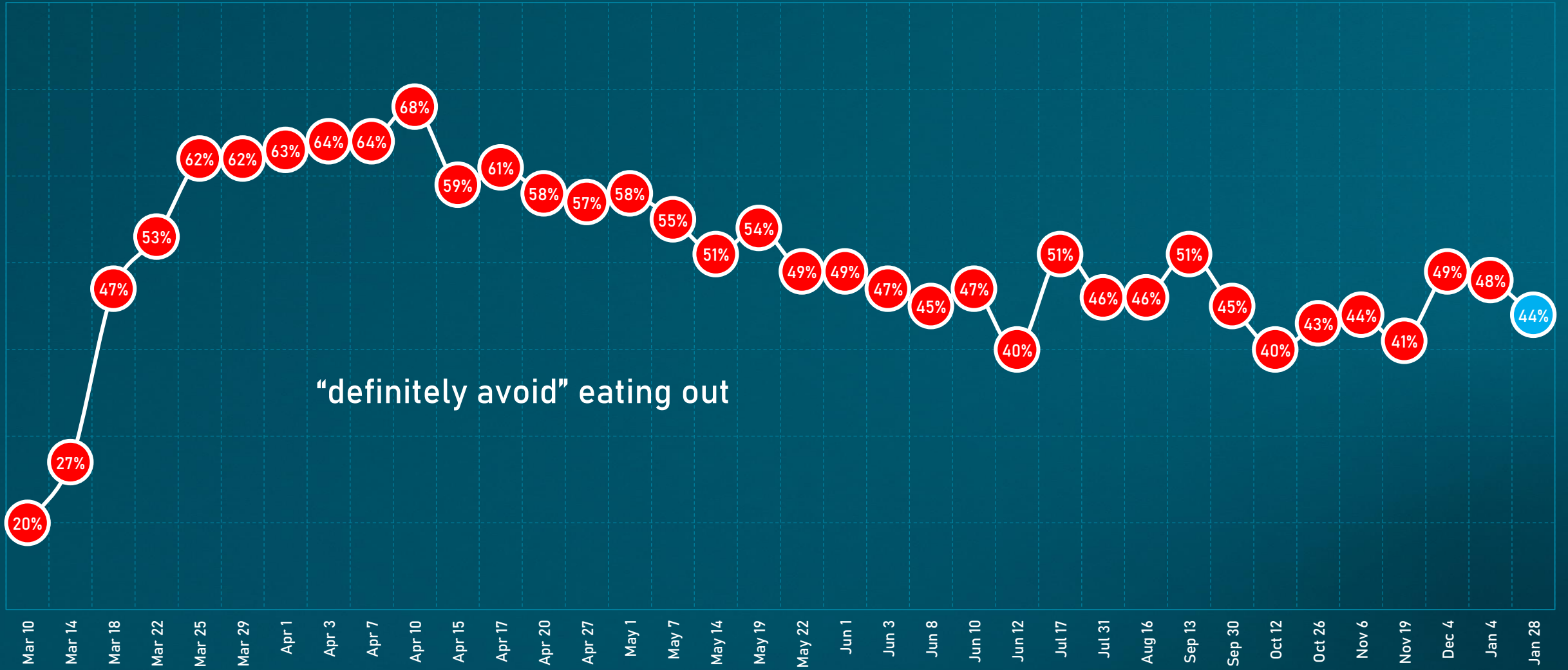
It's a poll!

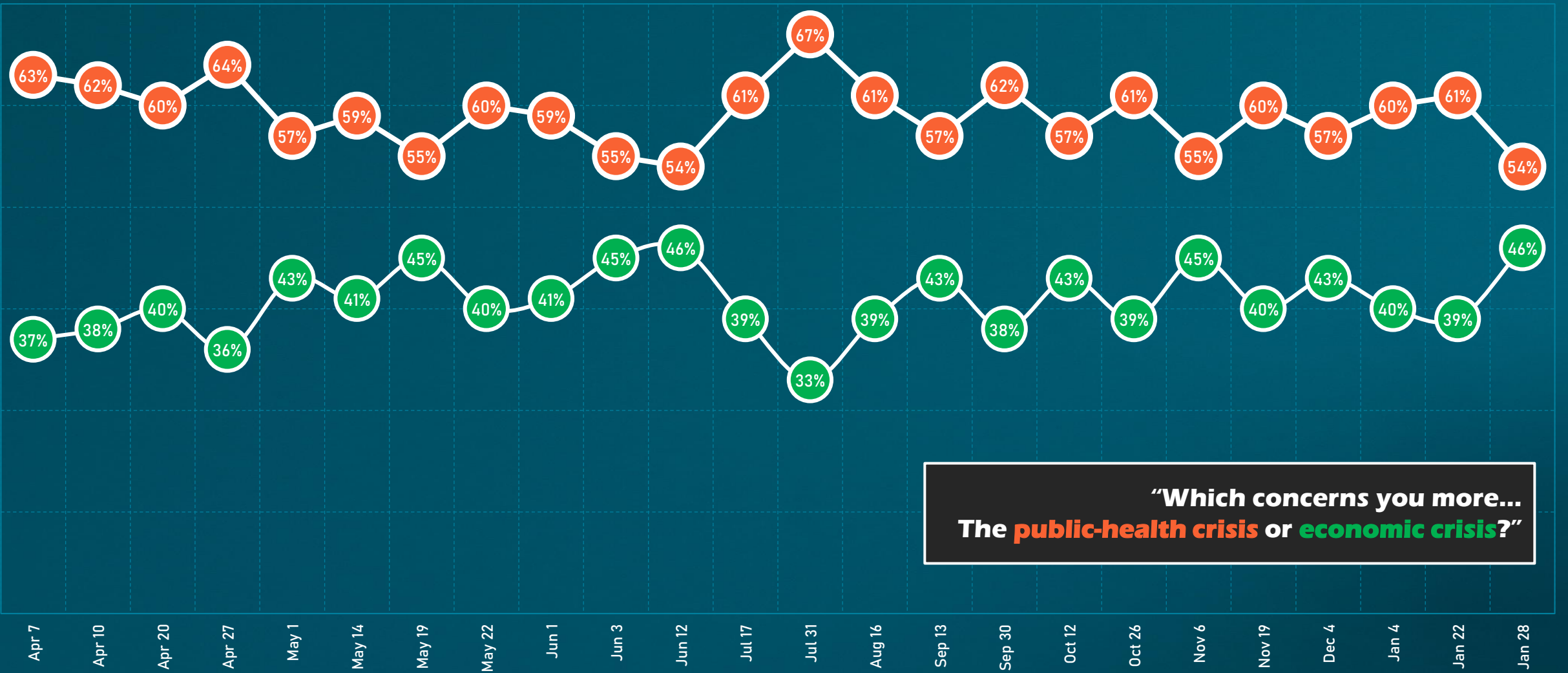
delivery for valentine's day?





“definitely avoid” eating out

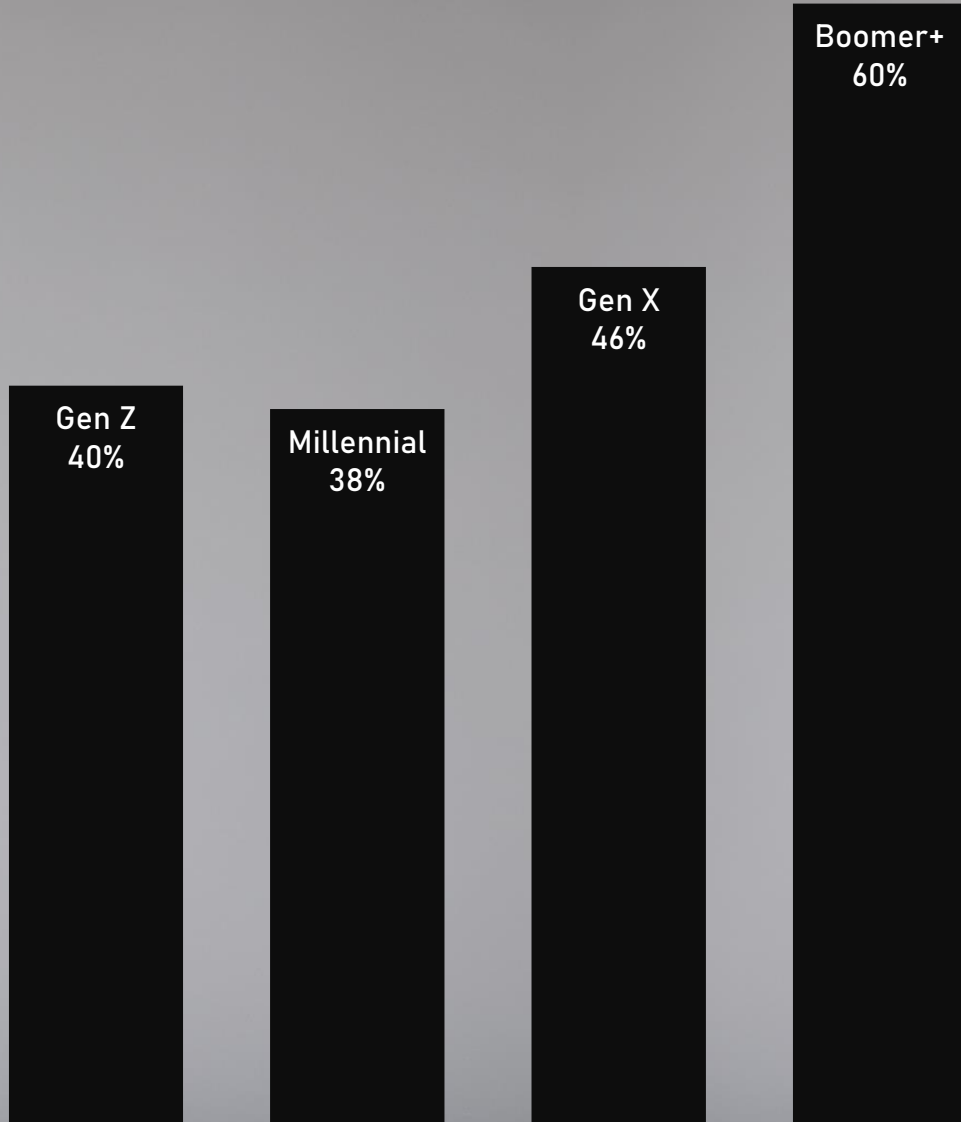




“Which concerns you more...
 The **public-health crisis** or **economic crisis**?”



Definitely Avoiding Eating Out.



HEALTH AND SCIENCE

New York City restaurants could reopen indoor dining starting on Valentine's Day, Cuomo says

PUBLISHED FRI, JAN 29 2021-1:09 PM EST | UPDATED FRI, JAN 29 2021-2:19 PM EST



Noah Higgins-Dunn
@HIGGINS-DUNN

SHARE [f](#) [t](#) [in](#) [✉](#)

Chicago bars, restaurants officially cleared to reopen for indoor service: 'It feels good to be back'

Restaurant and bar owners were able to invite customers back insides for limited indoor service Saturday for the first time in three months.

By Madeline Kenney | Updated Jan 23, 2021, 5:11pm CST

It's Official: LA County to Allow Outdoor Restaurant Dining Starting Friday

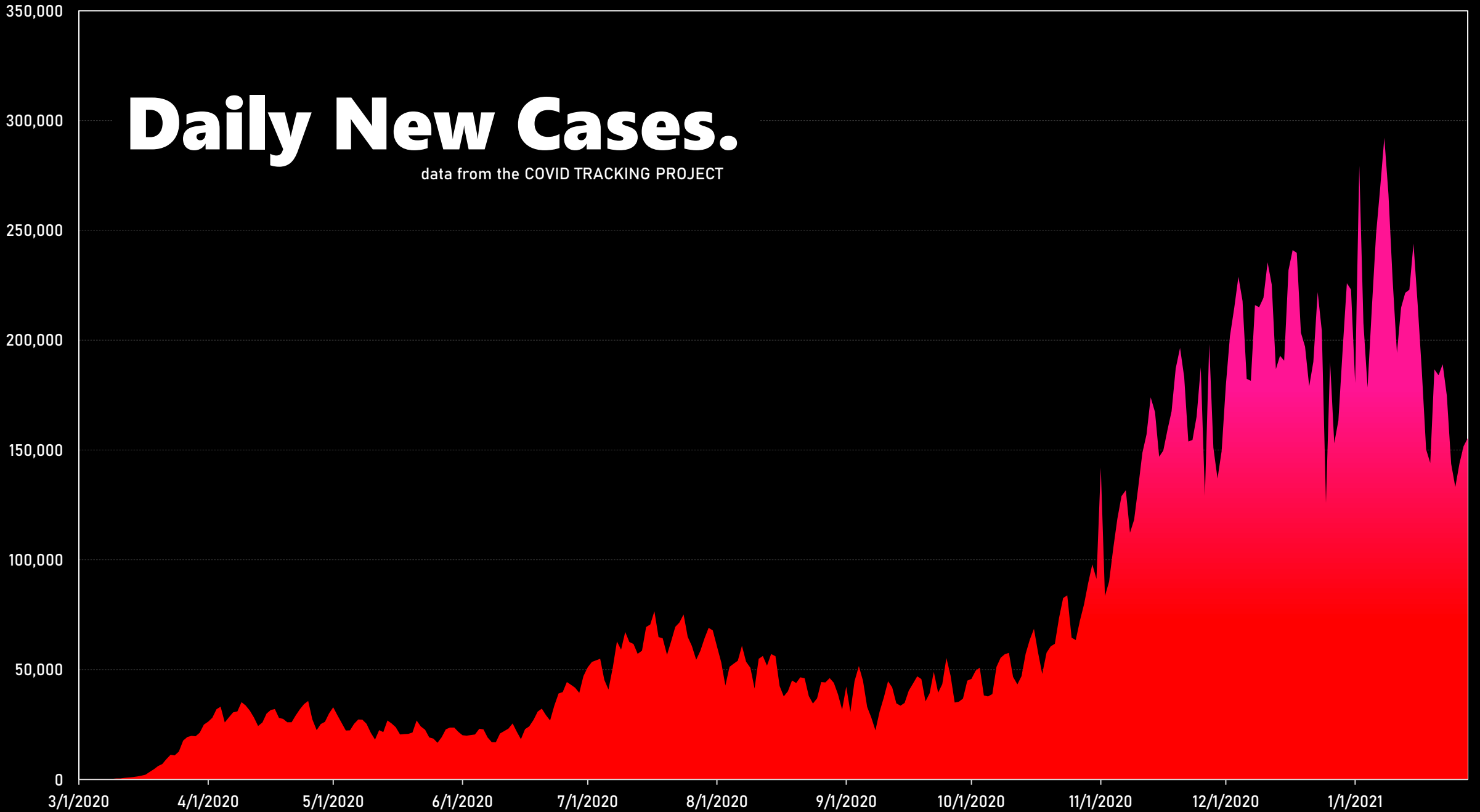
A new public health order on Friday means limited-capacity dining is back across the county

by [Mona Holmes](#) and [Farley Elliott](#) | Jan 25, 2021, 3:13pm PST



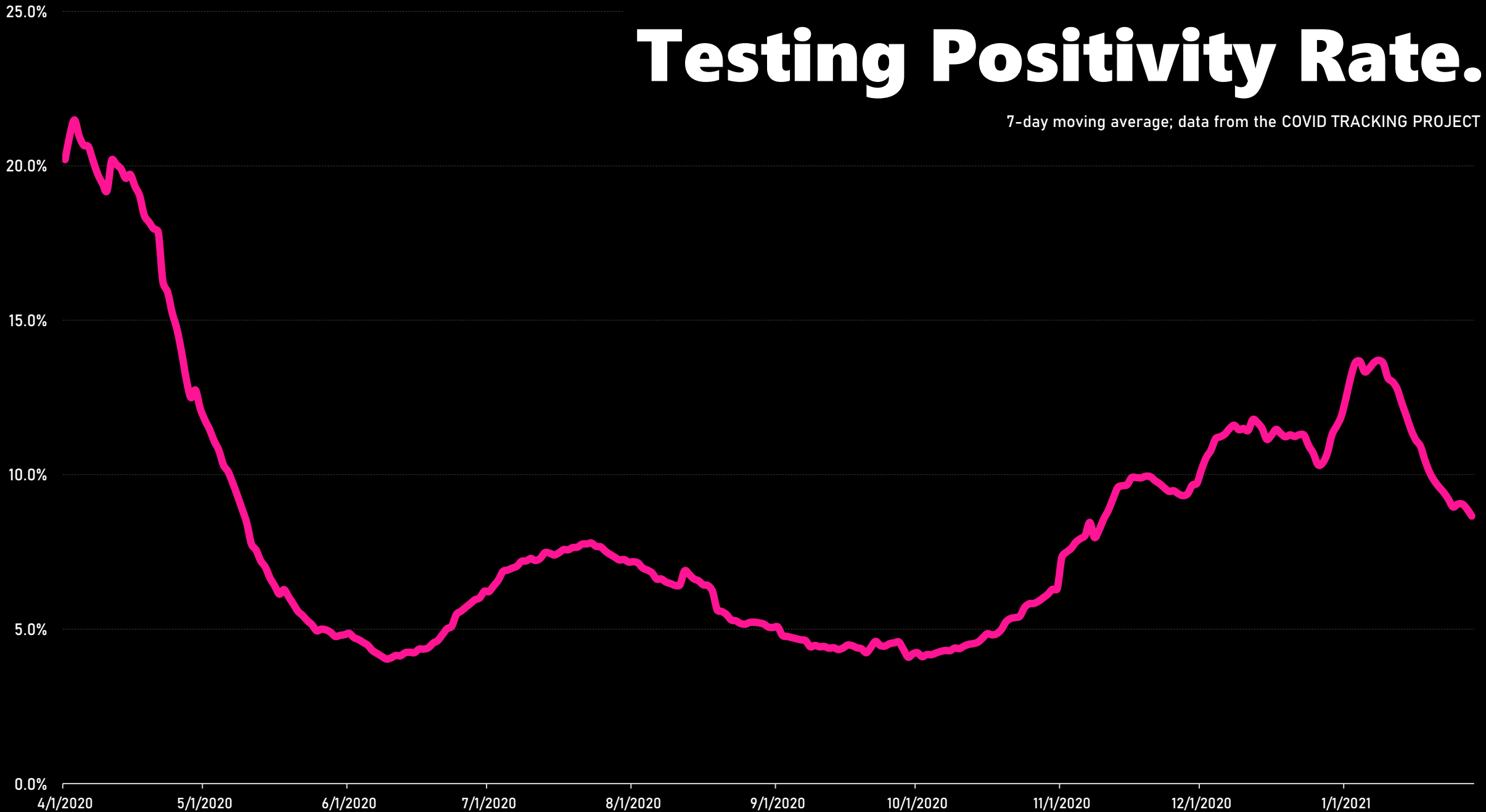
Daily New Cases.

data from the COVID TRACKING PROJECT



Testing Positivity Rate.

7-day moving average; data from the COVID TRACKING PROJECT





As businesses reopen and adjust to COVID-19's spread, how much do you trust the following people safe from the virus?

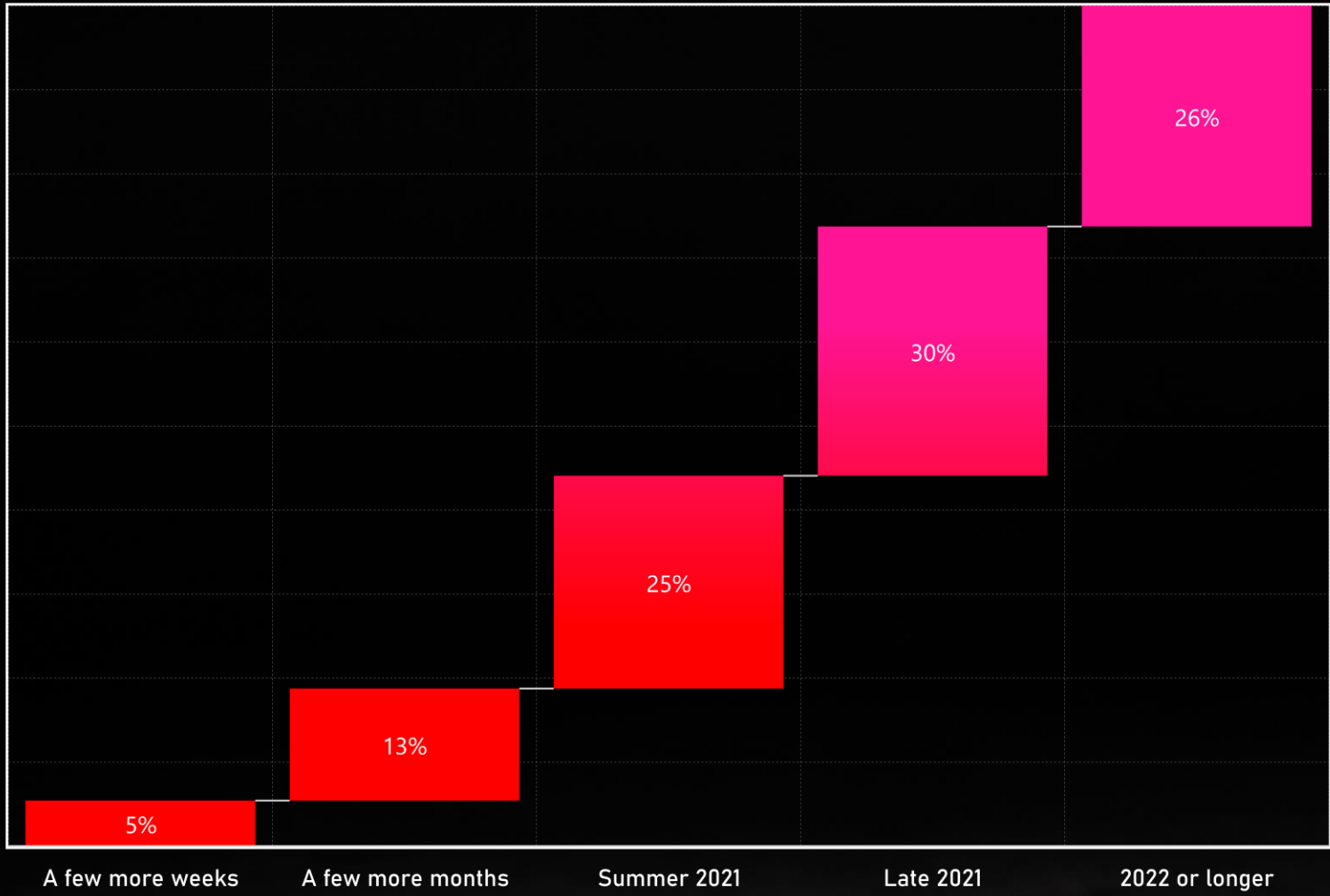
	Trust Completely	Trust Somewhat	Do Not Trust
My own dining companions	38%	46%	17%
Grocery stores	24%	63%	13%
Supercenters	22%	57%	20%
Full Service Restaurants	18%	47%	37%
Limited Service Restaurants	17%	58%	25%
C-Stores	16%	51%	32%
Cafeterias	14%	45%	40%
Other Restaurant Diners	14%	44%	42%
Other Grocery Shoppers	14%	46%	40%



It's a poll!

is it all uphill from here?



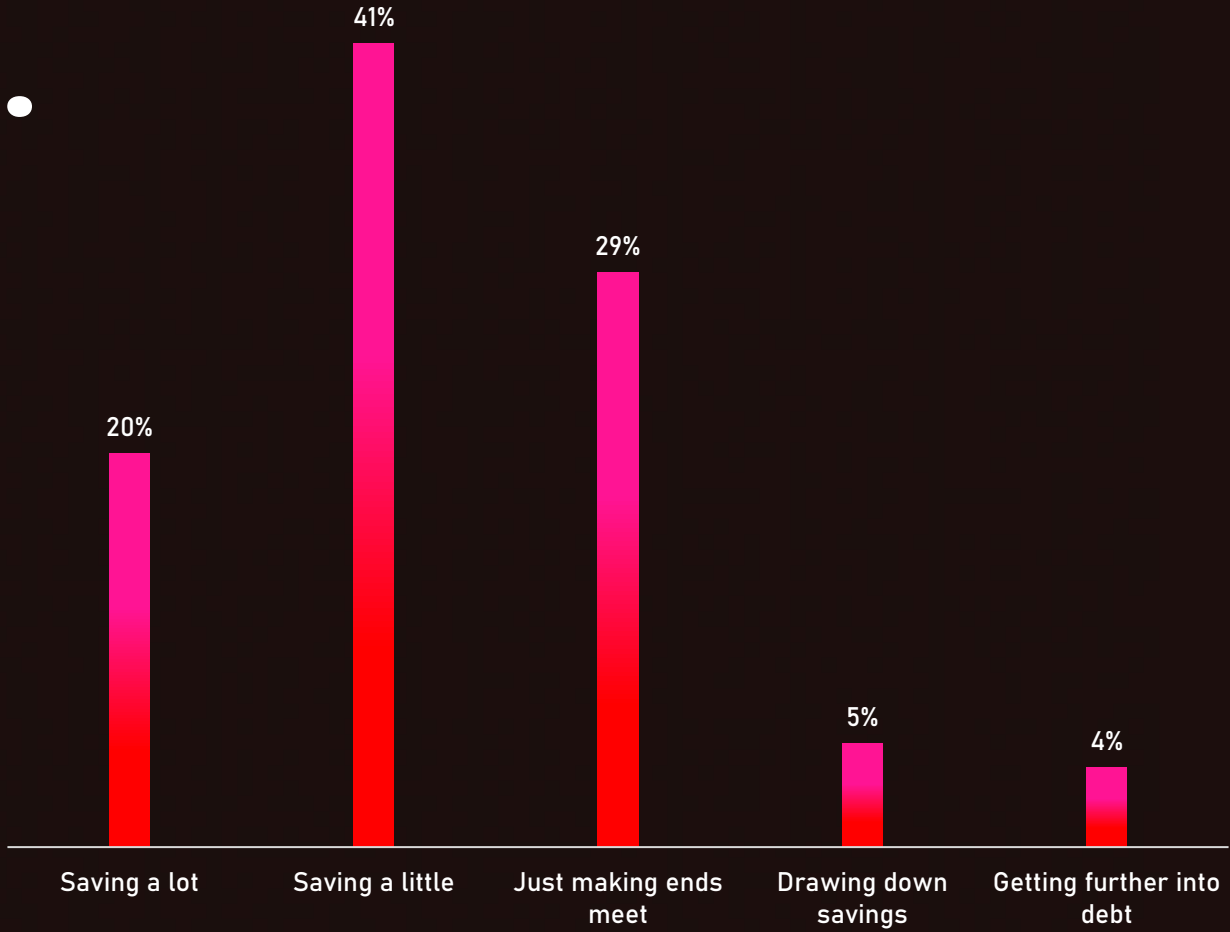


How much longer do you think the coronavirus pandemic will last in the United States?

56% late 2021 or beyond

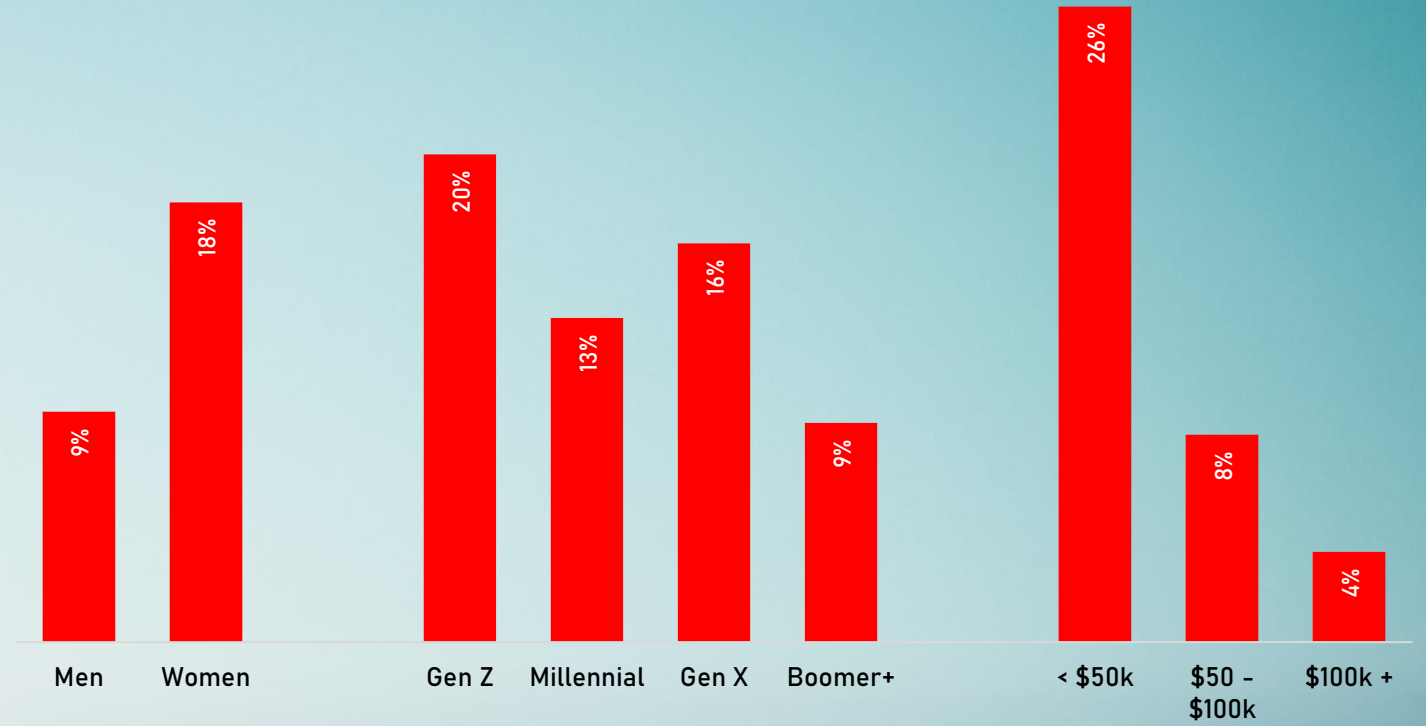


Household Financials.



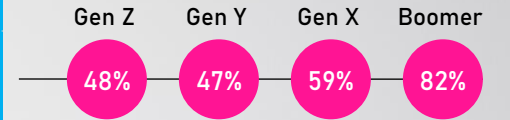
Who Needs Help?

% drawing down savings or going further into debt



How long can you continue following social-distancing guidelines and dealing with school and business disruptions in your area before you experience significant financial hardship?

A few more weeks	7%
A few more months	18%
As long as necessary	61%
Already experiencing financial hardship	14%

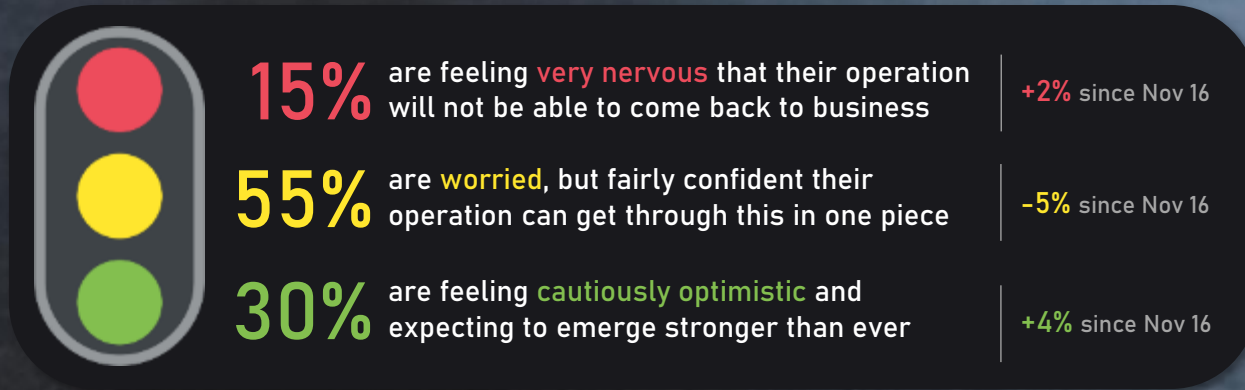


What Would \$2,000 Do For You?

Not enough to solve financial problems	17%
Enough only to help with basic necessities	29%
Enough to provide some discretionary spending / saving	39%
Not eligible	14%



How Operators Feel.





	TOTAL	Restaurants	On-Site
NO STAFF CUTS due to coronavirus so far	32%	17%	47%
We cut staff but have since been able to hire ALL OF THEM back	14%	19%	9%
We cut staff but have since been able to hire SOME OF THEM back	38%	50%	25%
We cut staff and have not been able to hire ANY OF THEM back	16%	14%	18%

Staff Is Coming Back.



Chat!

What types of staffing challenges will emerge in 2021?



44%

The United States is too divided a nation to mount an effective COVID response to end this pandemic sooner.

56%

The United States can still come together to respond to this pandemic and bring it to an end sooner.



60%

To stop COVID's continued spread, people should stay home as much as possible and receive cash assistance to enable that.

40%

To stop COVID's continued spread, businesses that pose transmission risk should shut down temporarily and receive cash assistance while people try to live their normal lives.



71%

Individual bad actors are prolonging the pandemic with selfish behaviors (not social distancing, etc.)

29%

Irresponsible institutions or businesses are prolonging the pandemic by trying to stay open without taking enough precaution



59%

The FOOD is the most important part about a restaurant for me, and I'll spend just as much via the drive-thru, takeout, or delivery.

41%

The EXPERIENCE is the most important part about a restaurant, and delivery / takeout is not good enough for me to spend as much as I used to.





FEBRUARY 18

EVERY OTHER THURSDAY @ 12pm CST





GET STARTED

hello@datassential.com