



2022 Fast Casual State of the Industry

A comprehensive state-of-the-industry survey showing current and future trends of this vibrant restaurant segment.



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Cherryh Cansler, VP of editorial
cherryhc@networkmediagroup.com

Kimberly Wright, Digital Client
Services Director
kimw@networkmediagroup.com



Tom Harper, CEO
tomh@networkmediagroup.com

Kathy Doyle, president and publisher
kathyd@networkmediagroup.com

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EXECUTIVE SUMMARY

Covid-related labor shortages, supply chain disruptions and higher food costs are just some of the issues that have plagued the fast casual industry over the past year, but it's not all doom and gloom.

Although most of the participants of this year's Fast Casual State of the Industry report admitted to struggling, many also found ways to grow their businesses. Over 50%, for example, said the pandemic forced them to implement contactless ordering, and 49% added curbside pick-up in order to keep serving customers.

Labor trends were another interesting finding in this year's report, with most brands reporting that they are now paying well above minimum wage. For example, over 61% pay above \$12, while only about 7% were giving workers less than \$8 per hour. The rest of those polled fell somewhere in between, proving that higher wages are going mainstream.

Where have all the workers gone?

Our data aligns with Bank of America's recent State of the Restaurant Industry Report, which found that restaurant industry sales were \$789 billion in 2021, up 20% from 2020, despite the hardships, including labor shortages.

Research indicated that nearly 2 million workers left the U.S. labor market due to skills mismatch, retirement and COVID-19 deaths. In addition, as of April 2021, over 4.6 million former workers opted out of the industry, and although federal and state unemployment programs have ended, analysts said they have allowed some workers to remain home.

"While there may be greater labor force reengagement in the restaurant industry in 2022, the number of restaurant industry employees will not reach pre-COVID-19 levels," according to Bank of America Managing Director & Head of Restaurant Group Cristin O'Hara, who wrote the forward for our report.

You can read her full commentary on the next page, but she expects most restaurants to increase hourly pay.

"This trend is likely to continue," she wrote. "Restaurant operators are also working to improve the overall employee experience by offering more flexible hours and roles/responsibilities and improving benefits packages, such as 401(k) plans, retention bonuses and college tuition assistance."

These are just a few of the topics we explore in this year's Fast Casual State of the Industry, featuring data from over 200 restaurant operators. Thanks for reading and have a great year!

Cheers,

Cherryh Cansler
VP of Events, editor of FastCasual,
Networld Media Group



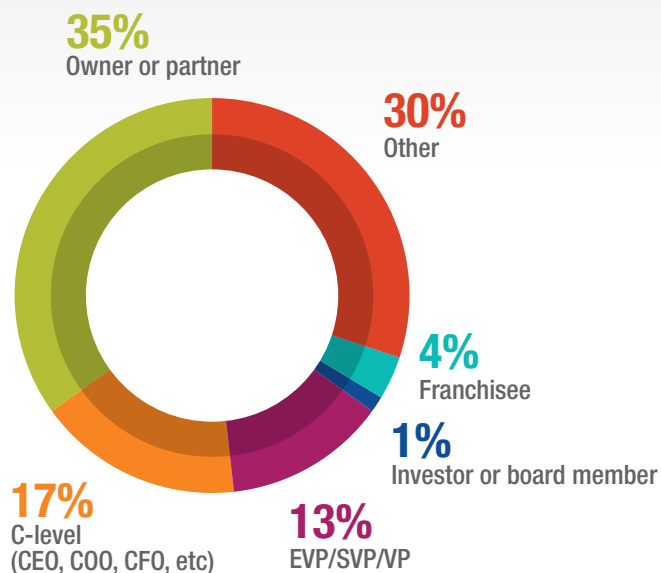
Cherryh Cansler
*VP of Events,
editor of FastCasual,
Networld Media Group*

INDUSTRY SURVEY RESULTS

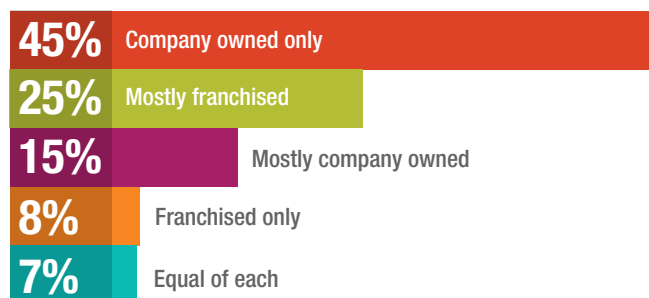
ABOUT YOUR BRAND

Note: Not all data will add up to 100% due to rounding

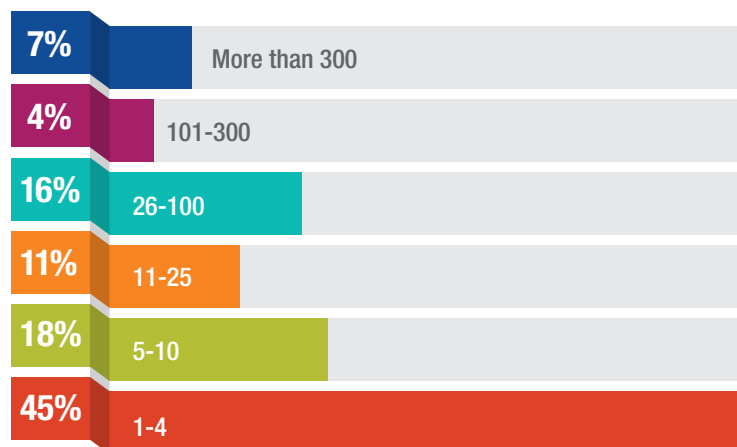
1. Which best describes your position within the restaurant/organization?



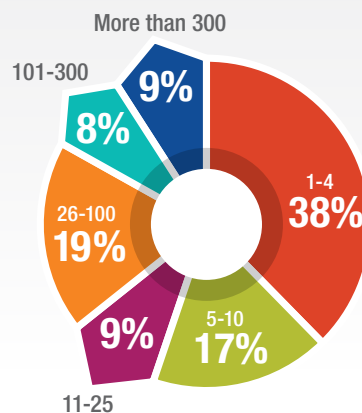
2. Which best describes your store ownership?



3. Which best describes your quantity of corporate locations?

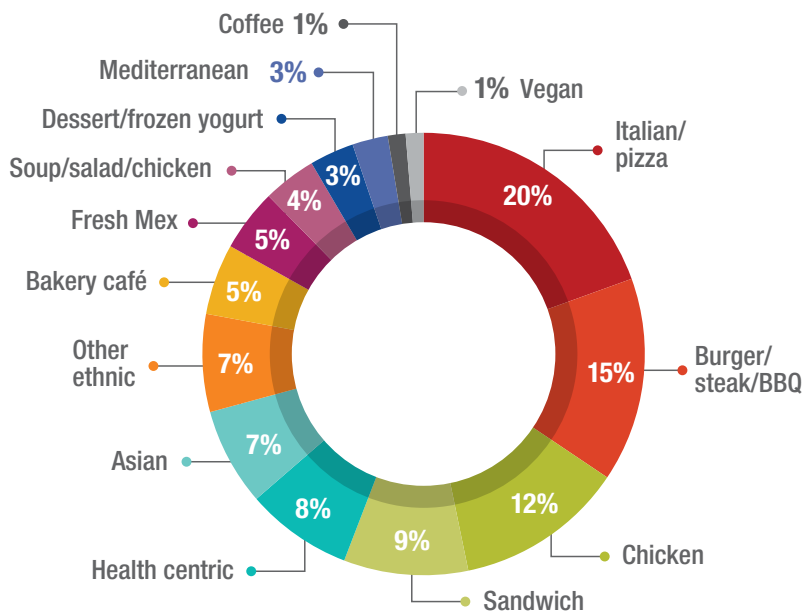


4. Which best describes the number of locations in your organization?

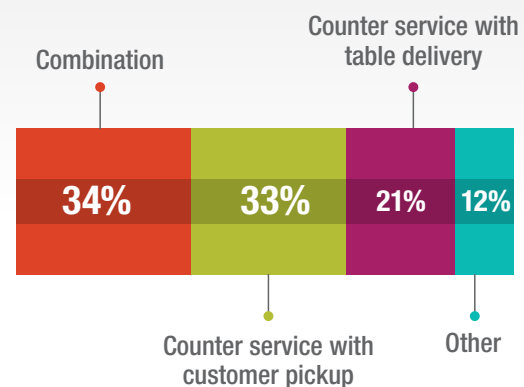


ABOUT YOUR BRAND

5. Which best describes your fast casual segment?

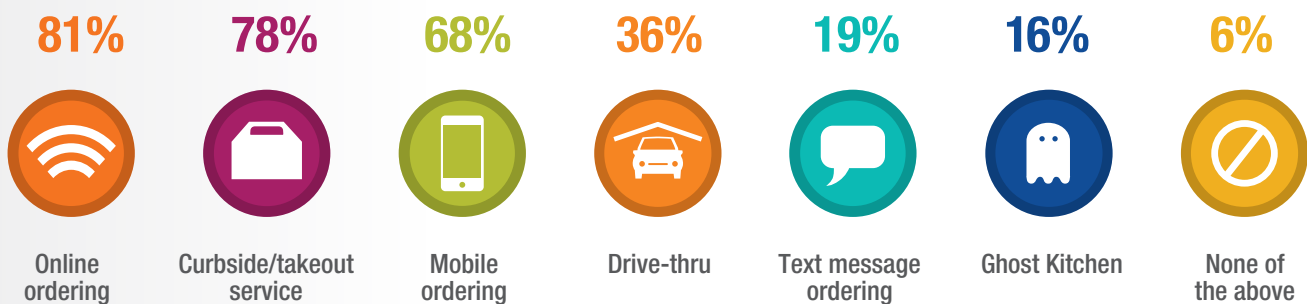


6. What service model do you use?

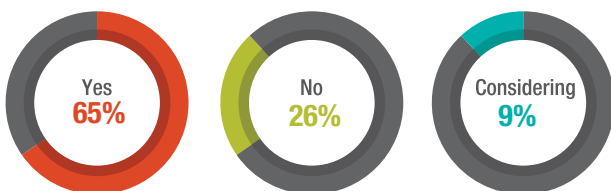


7. What other service options do you provide?

**Participants selected all that applied*



8. Does your brand have a catering program?



9. Who is your target audience?

