



TRENDS IN DAIRY

GHOST KITCHENS

With the trend toward off-premise accelerating, operators are increasingly turning to ghost kitchens to either replace or supplement existing kitchen space for off-premise service. While consumer awareness of ghost kitchens is somewhat low, most consumers are open to ordering food prepared in ghost kitchens.



Example in Action

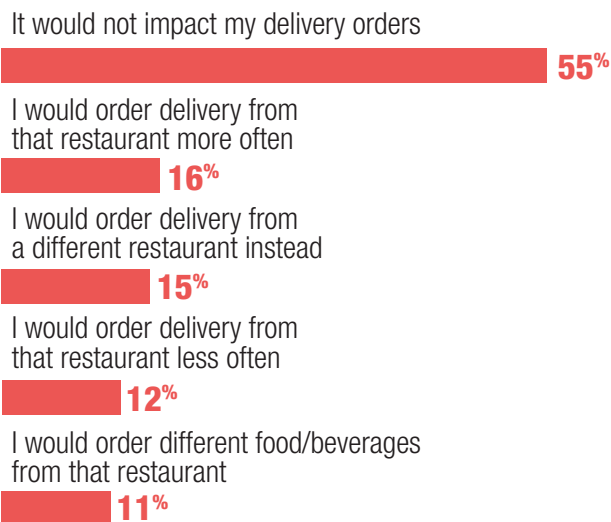
Dog Haus' delivery-only locations use ghost kitchens to launch the concept in new markets. Items on the menu include loaded hot dogs and sausages, as well as sides such as Cheesy Tots and Fries.

FUTURE FOCUS

Among the biggest off-premise trends to emerge over the past several years, ghost kitchens are experiencing a transformation due to the current operational realities during the pandemic. For restaurants that were previously unequipped to handle delivery, this type of assistance will be a must. There will be more investment into ghost kitchens, and we'll even see operators use ghost kitchens to maintain their market presence and handle off-premise business.



How would your delivery orders be impacted if a restaurant you used started preparing from a ghost kitchen?**



California Milk Advisory Board, an instrumentality of the California Department of Food & Agriculture

For more information and to source California dairy products, visit:
RealCaliforniaMilk.com/foodservice

*Base: 1,350 consumers who order carryout or delivery at least once a month

**Base: 896 consumers who have ever ordered delivery

Source: Technomic 2020 Delivery & Takeout Consumer Trend Report

Image Source: Shutterstock