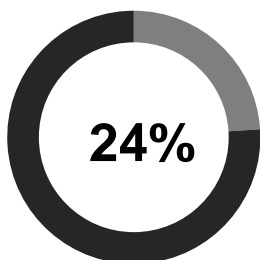


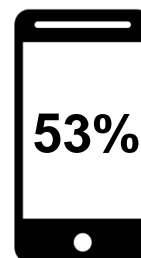
## Delivery And Digital Ordering Are Growing In Canada

Take out and delivery orders are becoming increasingly popular



Of orders are through take out & delivery at full-service restaurants

Digital ordering platforms are in high demand



Of all delivery orders were digital in 2019, up from 28% since 2015

## A Gap Exists In On-Premise Vs. Off-Premise Beverage Incidence

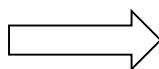


55%

>



39%



Of orders on-premise include a beverage

Of orders off-premise include a beverage

Gap in beverage incidence for dine in vs. take out occasions

## Beverages Play A Key Role In Take Out & Delivery

1. Beverages drive cheque size to offset aggregator margin impact

Average price of beverages is \$1.50-\$3.00 per unit

2. Beverages increase profit for operators

Beverages are a high margin, low labour menu item, resulting in +50% average margin per beverage purchase

# Recommendations to Increase Beverage Incidence Off-Premise:

**VISIBILITY**

## 1. INCREASE BEVERAGE VISIBILITY ON MENUS

81% of consumers look at menus to make their purchase decisions



**Bottle**



**Fountain**



**Life Style**

Drive appetite appeal and beverage incidence with imagery on digital platforms

**VARIETY**

## 2. OFFER THE RIGHT VARIETY



Offering these 7+ SKUs will maximize purchase intent and increase sales

**7+ SKUs leads to +33% more purchases\***

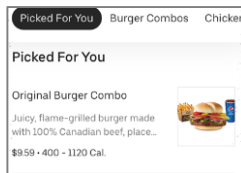
**VALUE**

## 3. PRIORITIZE COMBOS



### Ease of Ordering

Combos make it easy for the consumer to order and can increase cheque size +20%



### Lead with Combos

Featuring combos upfront can increase beverage incidence by +10%



### Add Snacks

Adding chips to a combo will increase cheque size & incent combo purchases

\* Comparing the number of 591ml units sold/store/week. 7+ SKU's resulted in 142 units sold up 33% compared to the 107 units sold when 4 or fewer SKUs were available.