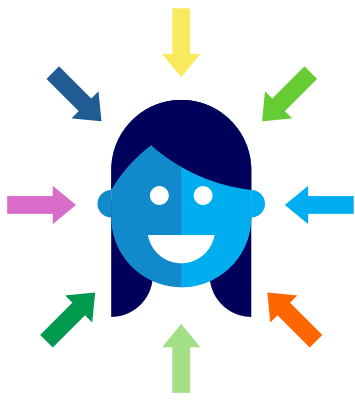


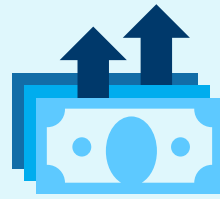
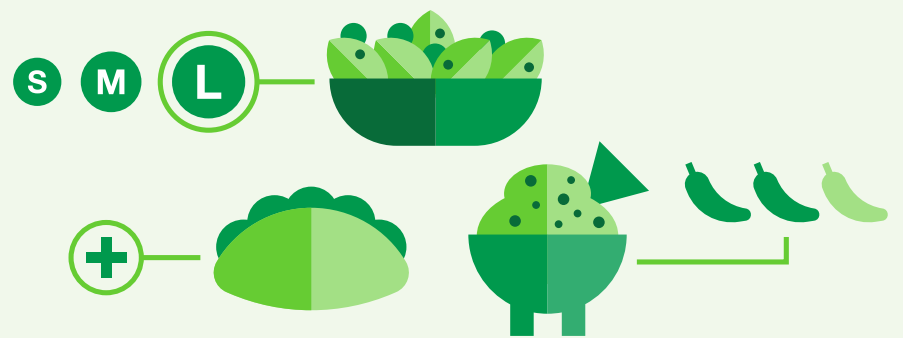
# Succeeding in food service by getting personal



Millennials understandably eat up much of the attention in the foodservice industry – but it's the wise restaurateur who looks past generational generalities and thinks about how to reach the individual.

## 44%

of millennials says that being able to customize a menu or portion size is a key factor in deciding where to eat

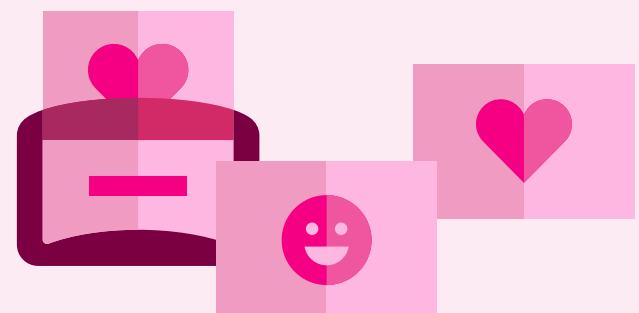


## 15-20%

more is reported to be spent by restaurant patrons when ordering on touchscreens

## 75%

of customers say small touches like custom print napkins show that a restaurant “cares more” about them and their experiences



## 40%

of millennials are looking for new and innovative flavors and customization may be the only way to satisfy them

Sources: Why touchscreens are changing how we order at restaurants (Washington Post) 4 Foodservice trends driven by millennials (Restaurant Business magazine) Understanding the Value of Custom-Printed Napkins (Essity) Mass Customization (QSR magazine)

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