



2017 ORDERING TRENDS REPORT

A deep-dive into the top food ordering trends and restaurant tech highlights from the last year — plus a forecast of what's on the horizon in 2017.



SNAPSHOT: ONLINE ORDERING TODAY

Today, consumers want an easier way to order.

- Over **60% of U.S. consumers** order delivery or takeout at least once a week.¹
- Mobile order-ahead is projected to be a **\$38 billion industry** in the U.S. by 2020.²
- **37% of fast casuals** say they're investing in customer-facing, service-based technology — like online and mobile ordering.¹

INDUSTRY LEADERS

These national brands are meeting today's consumer demand by investing in online ordering technology.



¹ NATIONAL RESTAURANT ASSOCIATION

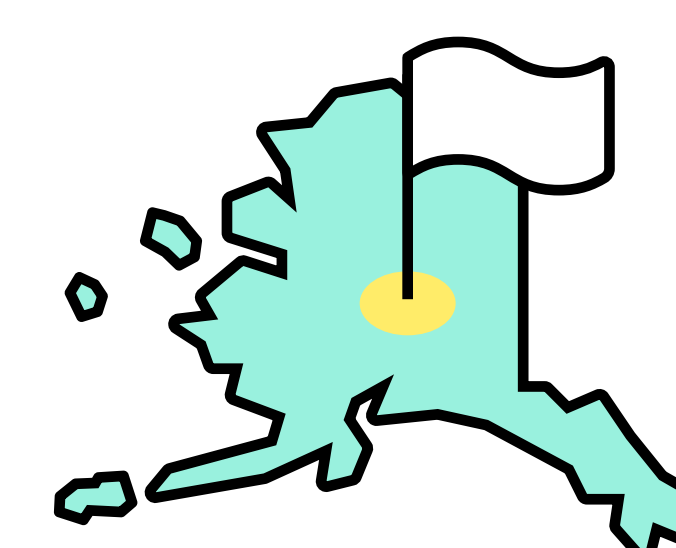
² BUSINESS INSIDER MOBILE ORDER-AHEAD REPORT

A YEAR OF ORDERING DATA



6,000+ ACTIVE RESTAURANTS
ON CHOWNOW

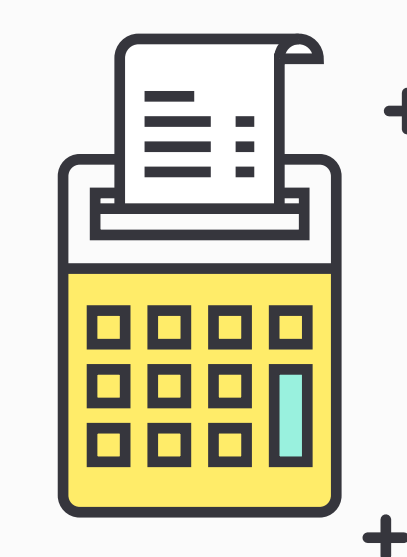
ChowNow covers all of the U.S. and Canada.



You'll find ChowNow in restaurants
across 49 of the 50 States -
Alaska is the last frontier!

5,300,000+ ORDERS PROCESSED
ON CHOWNOW

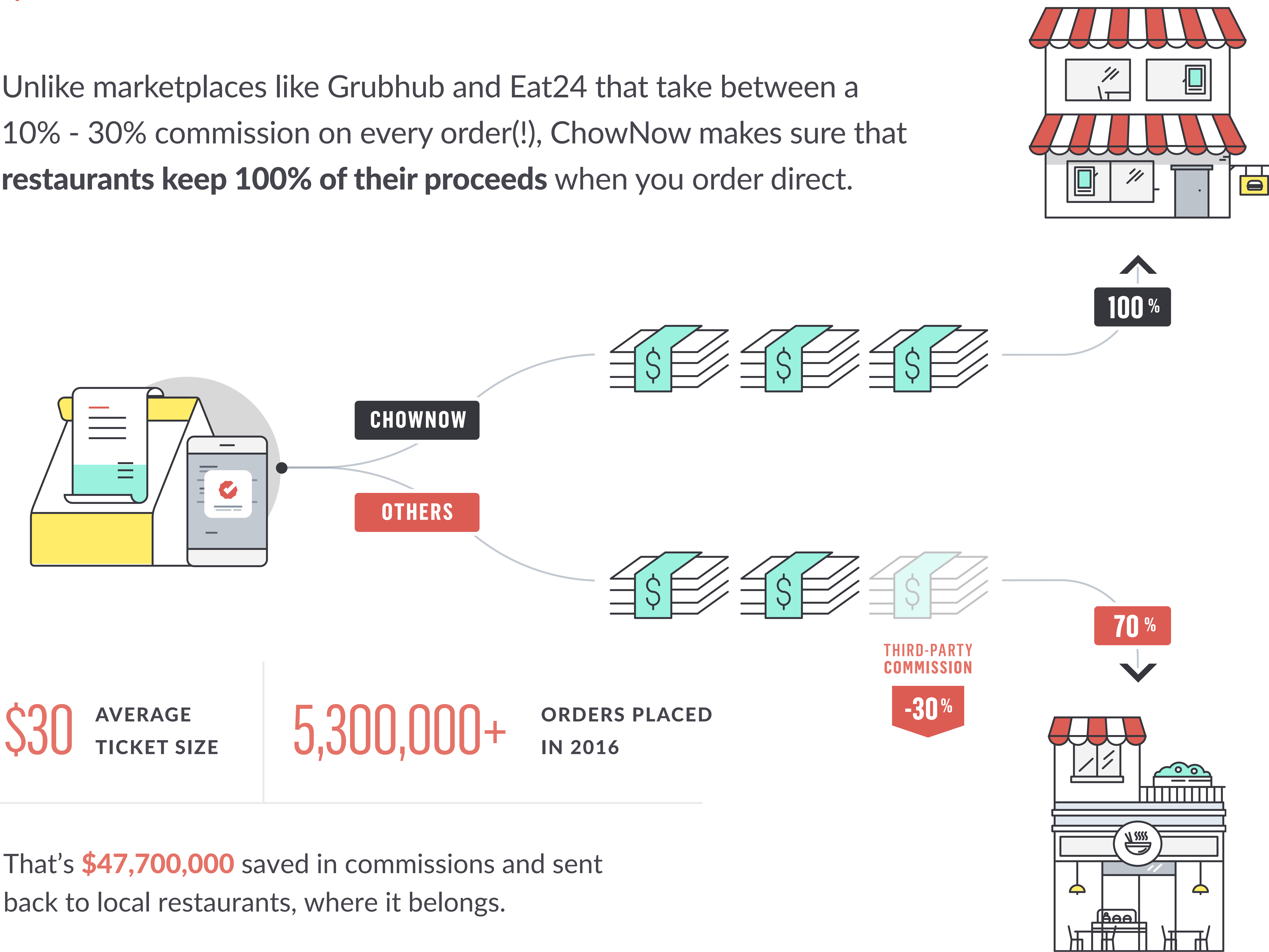
In 2016, ChowNow processed 122% more
orders than the year prior.



ChowNow processes an average of
26 orders per minute during dinner rush.

#ORDERDIRECT

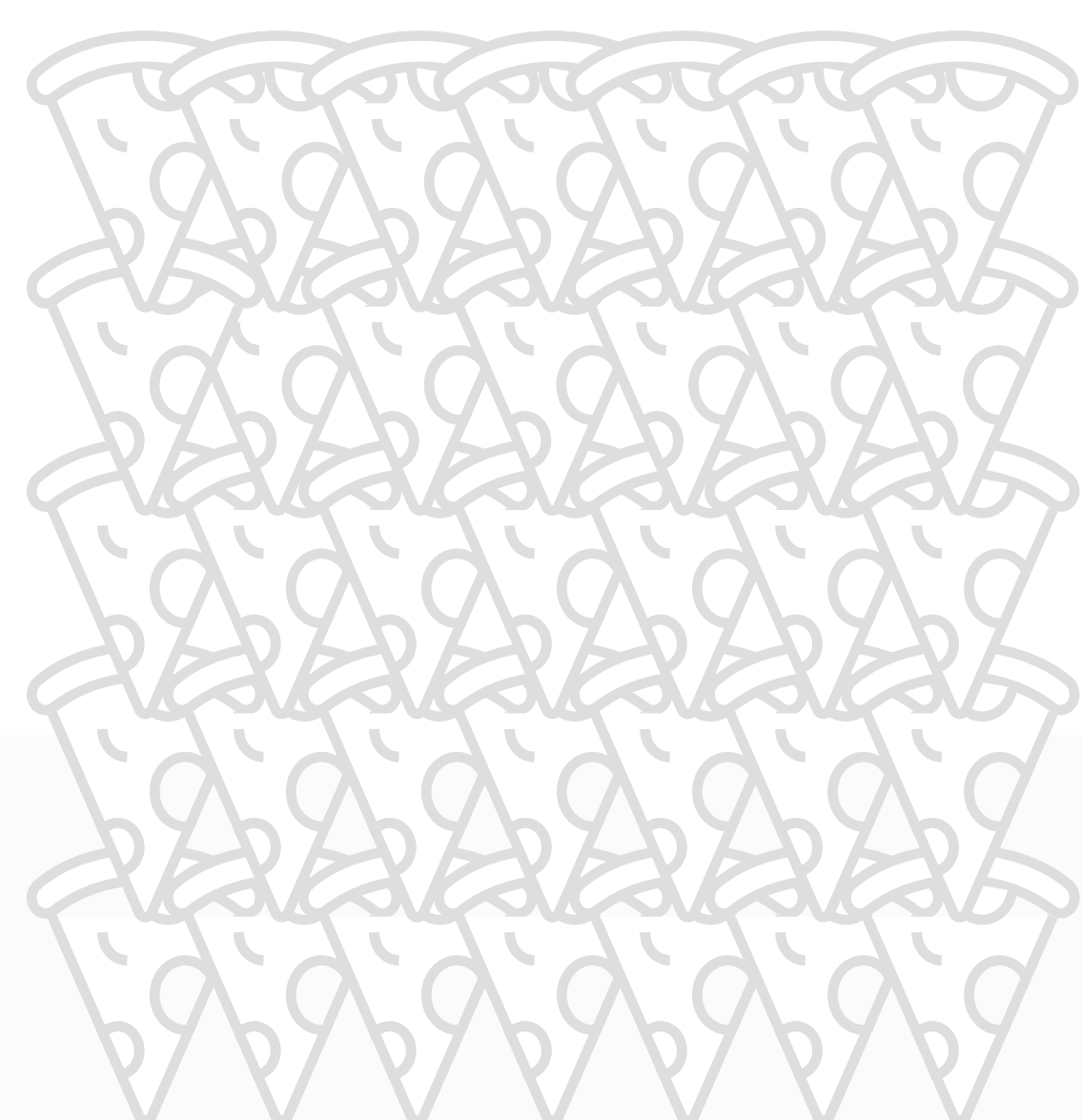
Unlike marketplaces like Grubhub and Eat24 that take between a 10% - 30% commission on every order(!), ChowNow makes sure that **restaurants keep 100% of their proceeds** when you order direct.



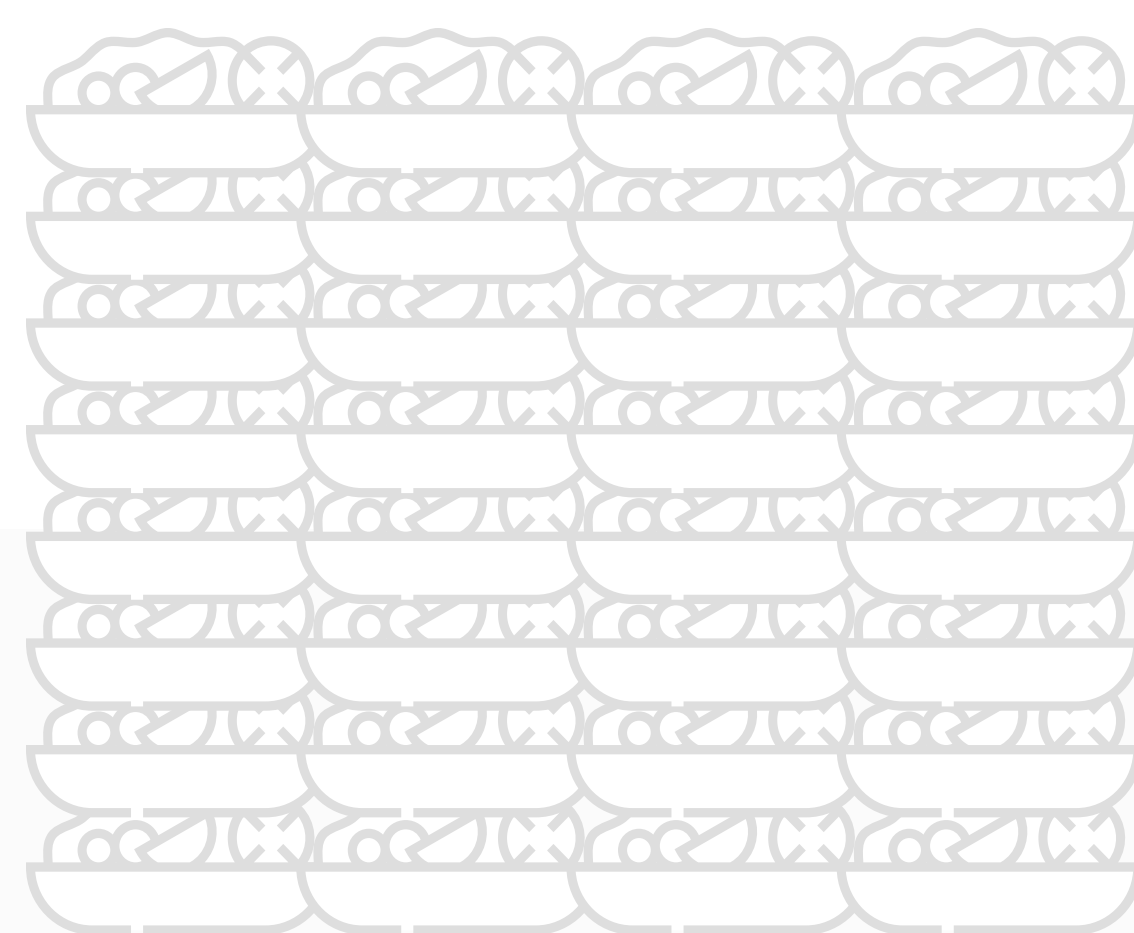
CUSTOMER CRAVINGS

TOP 3 ITEMS ORDERED IN 2016

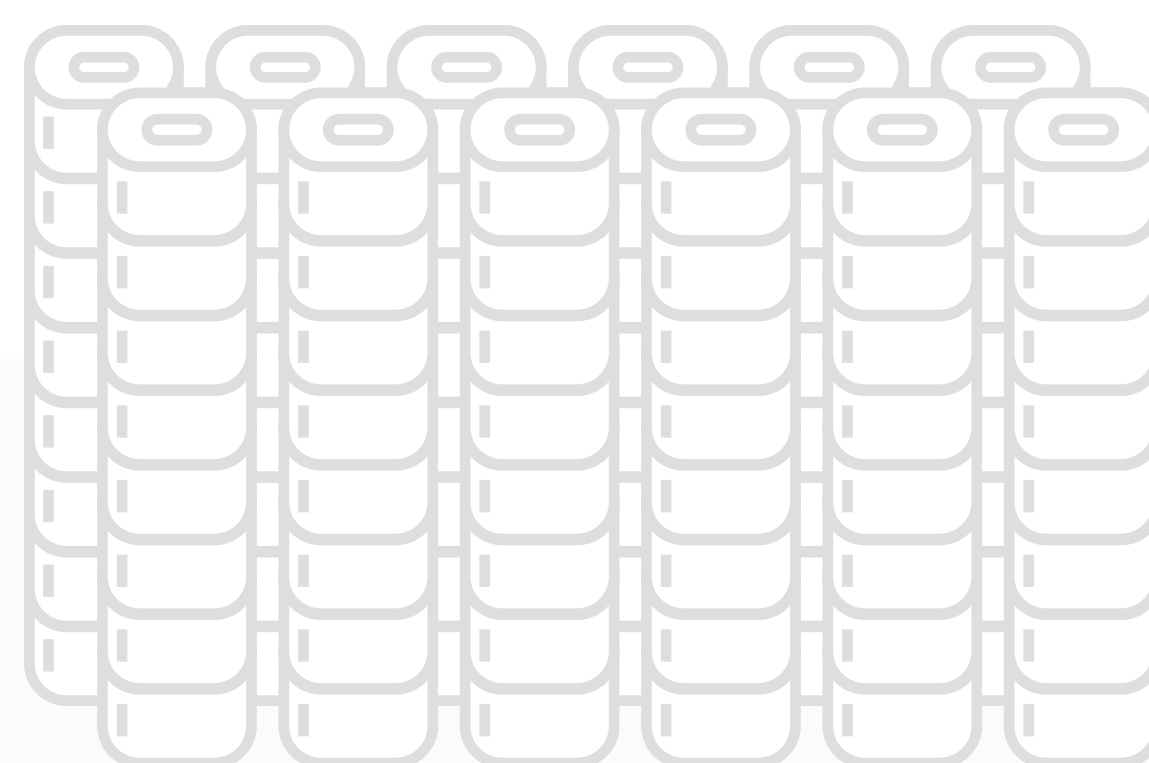
1 Pizza
(722,951 ORDERS)



2 Salad
(702,343 ORDERS)

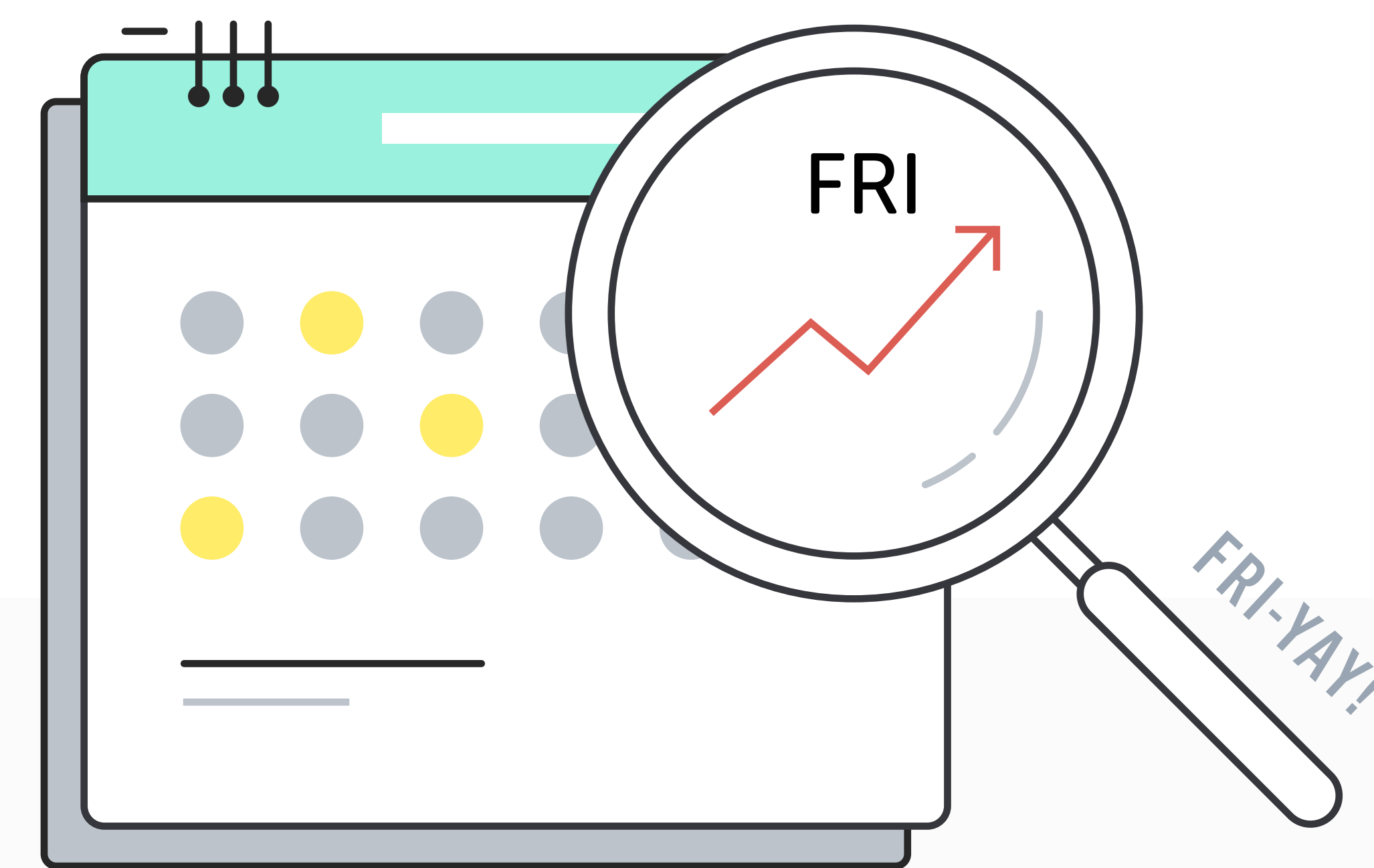


3 Sushi
(222,966 ORDERS)



T.G.I.F.

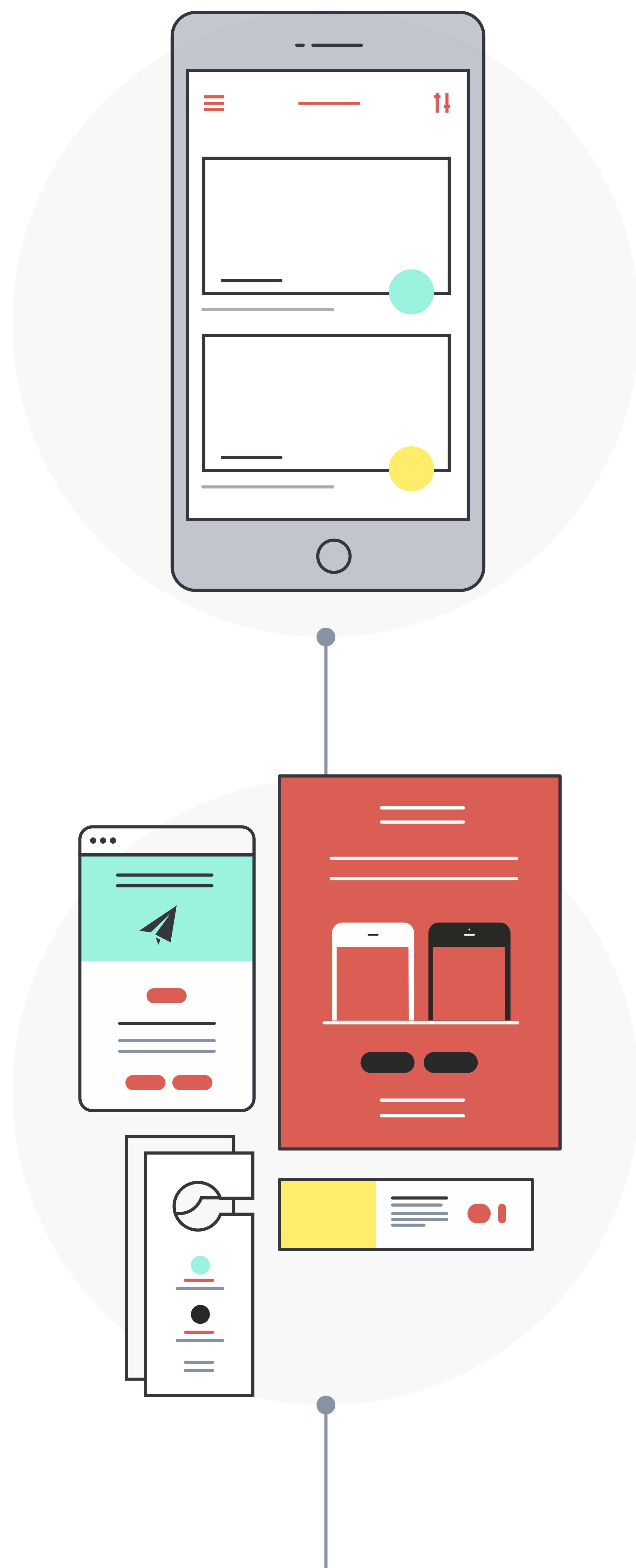
Customers want to kick back, relax, and order in after a long week: **17% of all ChowNow orders** are placed on Fridays.



MEMORABLE MOMENTS OF 2016



TOP 4 PRODUCT TRENDS



1 MOBILE FIRST

Downloads are up

In 2016, a total of **790,125** ChowNow-built mobile apps were downloaded on iOS and Android.

Customers are on the go

Of all orders placed through the ChowNow platform — **47%** were placed on mobile.

Apps bring customers back

Customers who order from ChowNow-built mobile apps order nearly **3x more** frequently at that restaurant.

2 MARKETING IS KING

Emails drive engagement

ChowNow's custom-designed emails have an **8% higher** open rate than industry standards.

People love promos

ChowNow restaurants ran a total of **6,492 marketing promotions** which were redeemed **692,231 times** by their customers.

Print is here to stay

In 2016 alone, ChowNow restaurants distributed over **3.8 million** ChowNow-designed flyers to their customers.

TOP 4 PRODUCT TRENDS



3 DELIVERY, ON-DEMAND

Consumers love convenience

The on-demand economy is growing, with **5.5 million** monthly consumers using on-demand services for food and grocery.¹

Delivery means dollars

With ChowNow, restaurants that offer delivery earn **2x more** revenue than pickup-only.

Flex boosts frequency

Customers order delivery more often, thanks to ChowNow Flex Delivery! Restaurants see a **23% increase** in delivery order frequency.

4 SEARCH IS A REVENUE STREAM

Searches become visits

92% of consumers have searched for a restaurant on the web in the last 6 months.

75% of consumers choose a restaurant based on search results.

Google is an ordering engine

ChowNow released a new feature that allows customers to place orders from their Google search results.

¹ HARVARD BUSINESS REVIEW

² SINGLE PLATFORM & CHADWICK MARTIN BAILEY

BACK AT CHOWNOW HQ

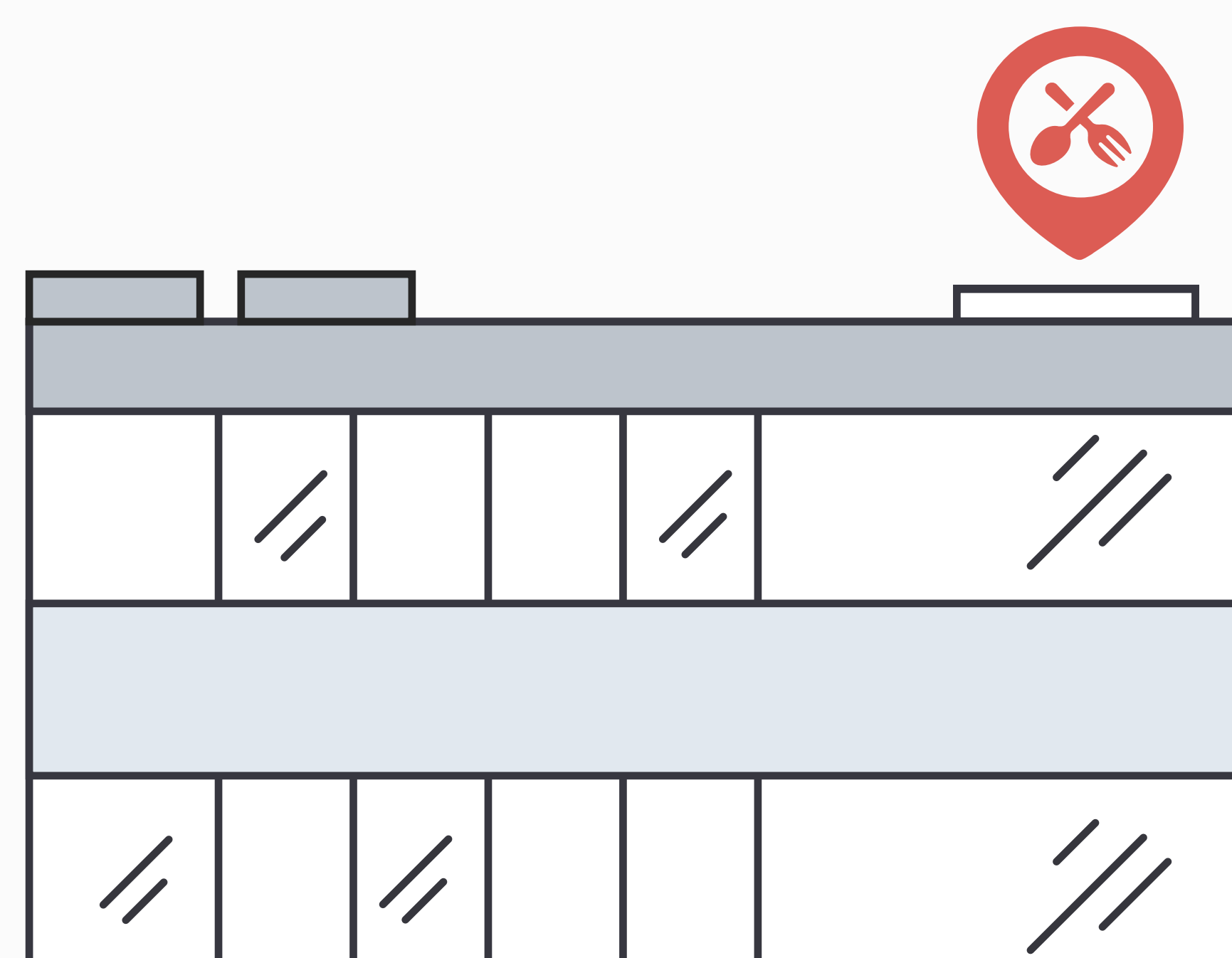
ChowNow is powering more restaurants than ever — thanks to an awesome team and cutting edge product.



5 new product integrations to help local restaurants compete with the big brands



... and 8,320 cups of cold brew coffee consumed to keep the creativity a'flowing!



ChowNow was named one of **L.A.'s Best Places to Work** by the Los Angeles Business Journal in 2016.