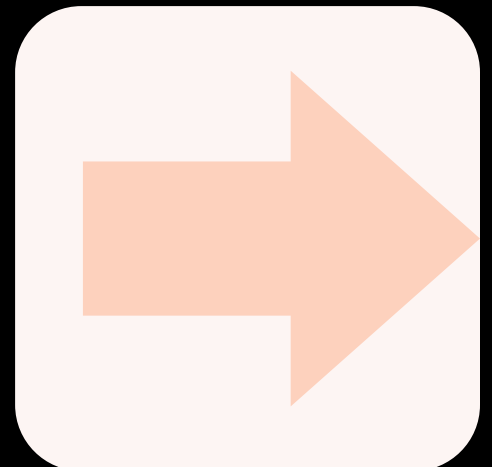
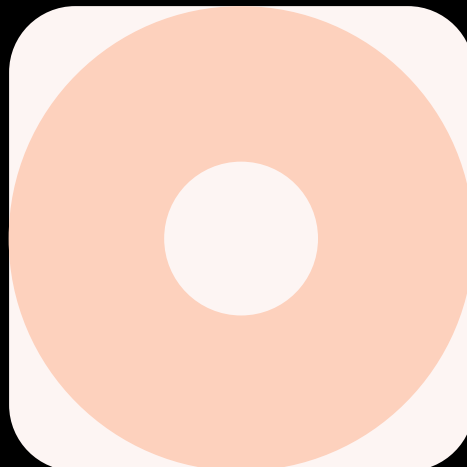


The Future of Restaurants

UK



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Source data

To gain a deeper understanding of where the industry is headed, Square spoke with 300 restaurants and 1,000 consumers in the UK to find out how business has really changed since 2020. All data referenced in this report comes from the restaurant and consumer surveys. You can learn more about the surveys in the Methodological Notes section at the end of this report.

Stats at a glance

98% of restaurants have had to reorganise their business in order to survive the past 12 months.

One in **four** consumers consider contactless technology to be critical to their dining experience.

91% of restaurants expect to earn revenue from takeaways in the next twelve months; while **one** in **five** expects the majority of sales to come from delivery and takeout sales.

62% of consumers would prefer to use a restaurant's own website / app for delivery.

35% of restaurants have made investments in kitchen automation technology in the past 12 months, a further **41%** plan to invest in the coming six months.

82% of restaurants plan to make changes to their menu to help their business stay competitive.

91% of restaurants intend to continue engaging with their local community next year.

When Alexandre Bettler, owner of popular East London bakery and cafe, Today Bread, realised his business was set to lose much of its foot traffic once the country went into lockdown, he began to devise a plan. He saw an opportunity to boost online sales while also helping their loyal customers in the local community. They began offering pantry staples like pasta, yeast starters, jams, jellies, kitchen basics, and, of course, their bread from their online store. Making these items available to the community was a good first step, but they also knew they needed something more to keep business rolling. Like many other small businesses and restaurants, they realised that offering home delivery would allow them to keep serving their customers and their community beyond their front doors.

“The pandemic allowed us to bear witness to some of the most incredible pivot stories, whether it’s hosting high-end experiences out of camper vans or building virtual cooking-class subscriptions that can make for the more-than-ideal first date,” says Rajat Deva, Product Marketing Manager for Square for Restaurants. “All of this creativity is so exciting to see and it speaks to the fierce resilience that restaurant owners have. They are determined as hell to get through this.”

Restaurants of all types, from independent cafes and bistros to larger chains have had to change the way they operate. Early reports from across the industry highlight how desperate consumers are to take advantage of society opening up again: with 61% of consumers voicing concern that their favourite restaurants might not survive the next six months. Restaurants are entering a new era, investing in changes designed to bypass the lingering uncertainty bred by ever evolving regulations.



The pandemic allowed us to bear witness to some of the most incredible pivot stories, whether it’s hosting high-end experiences out of camper vans or building virtual cooking-class subscriptions that can make for the more-than-ideal first date.

— Rajat Deva, Product Marketing Manager for Square for Restaurants

The restaurant evolution

Restaurants provide us with more than just food. They are the setting of our most important moments – first dates, family reunions, anniversaries and more – allowing us to break bread and share a glass of something good with the ones we love.

An overwhelming number (98%) of restaurants said they had to ‘get creative’ in the last year to keep the connection with their customers strong; with many reorganising their businesses to expand and diversify their core offering. Restaurants often produce simplified versions of their menu for takeaway, but a number of establishments pushed that notion a step further – creating cocktail and meal kits that consumers could make at home themselves.

Sam Corban, owner of Cambourne based [400 Degrees Pizzeria](#), saw an opportunity to pivot his business, splitting his efforts between his pizza oven and pantry. “When the first national lockdown was imposed, everyone was scrambling for flour and pasta,” said Sam. As people rushed to buy staple goods, he saw an opportunity to help locals by launching a delivery service of essential items that he delivered on his bike. “As well as opening the pizzeria for takeaway every Friday, I started running a dry goods store. As a trader, I was still able to get hold of flour, yeast and pasta.” Sam’s decision to ‘set-up shop’ while he worked to rejig his pizza business paid off almost immediately. “My first order of 3 tonnes of flour, sold out in pre-orders before the goods had even arrived at my doorstep.”

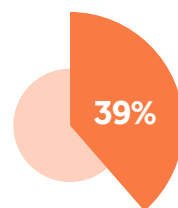


People love restaurants, in part because they provide a social experience that brings us together.

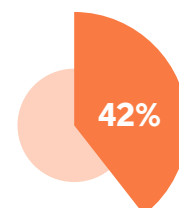
— Bryan Solar, GM Square for Restaurants

The cold never bothered me anyway

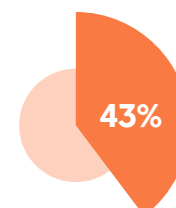
Throughout the pandemic, many restaurants turned to outdoor seating as a way to serve more customers in a safe and socially distanced way – 39% of restaurants introduced outdoor seating in the past 12 months while 42% expanded their existing setup. While this trend can be directly attributed to the imposition of safety regulations, the move has been popular with customers who have embraced ‘al-fresco’ dining, whatever the weather. Two thirds said they’d happily eschew the comfort of an indoor table and sit outside, even when it’s colder. A quarter went further, and said they’d still do so, even if no heating equipment was available. Restaurants are clearly listening to demand because 91% intend to offer outdoor seating, even during the colder months.



of restaurants introduced outdoor seating in the past 12 months



of restaurants expanded their existing outdoor seating in the past 12 months



of restaurants will maintain outdoor seating at current levels for the next 12 months

“We’re seeing that the defined, straight vertical lines of your retail business versus your restaurant versus your services business are all blurring,” says David Rusenko, Head of eCommerce at Square. “I think this blending of verticals is a really big trend that we’re starting to see, and it’s going to turn a lot of businesses into ‘multi-hyphenates’. A restaurant-bar-store, for example, might be a place that sells monthly subscriptions, mixology classes, retail gear, and tastings in addition to serving food and drinks.”

Did you know?

Square for Restaurants is a platform of products that work together to help you save time, run your business and connect with customers. The platform seamlessly combines an ePOS system, Square Kitchen Display System and order manager to ensure your business is running at maximum efficiency.



Future trends: what a restaurant expert expects

Bryan Solar, General Manager for Square for Restaurants

Everyone loves food, and there’s no replacement for the social interactions inherent to the experience of eating at a restaurant – no matter if it’s a full-service or fast-food establishment.

As we emerge from the shadow of COVID-19, **I predict a number of exciting developments will emerge across the industry:**

- **Restaurants will increasingly use technology** to unify point-of-sale and customer-order operations with things like delivery and scheduling – helping them manage their entire business in one place so they can just focus on customers.
- **Collaborative models among restaurants**, in which multiple establishments team up to succeed together, will become more commonplace. This could range from using shared ghost kitchens to engaging in group purchasing so that everyone can get the supplies or ingredients they need with better costs.
- **Increasingly innovative and interesting kinds of customer experiences** that go beyond traditional restaurant fare – including cocktail and meal kits, and special-event offerings.

These are all ways that restaurateurs are looking ahead, and they complement the many pandemic-related changes (like the shift to takeout and delivery, and the rise in contactless tech) that they’ve already implemented across their businesses.

As technology extends deeper into kitchen operations, restaurants will find new ways to be efficient — even incorporating artificial intelligence — reducing costs as they seamlessly run their businesses across multiple revenue streams.

Embracing contactless commerce

Contactless payment was already well established in the UK when the need for comprehensive safety measures was first broached. With high adoption already in Europe, the rollout of the technology continued at speed in 2020, as nearly half (46%) of all restaurants introduced contactless payment options to increase their patrons' safety.

Changes in regulations have driven the trend that extends beyond contactless payment technology, to online booking and digital menus; but demand for services is being driven by consumers. Just over a quarter of consumers (26%) consider contactless technology critical to their dining experience – with digital menus and contactless payments given particular mention.

At Coffi Co in Porth Teigr in Cardiff Bay, owner and director Justin Carty implemented a new online ordering system and order ahead app that not only worked effectively, but their customers responded to it positively too. “It is simple to register your details and once you’ve signed up the ordering system is simple and easy to use.” In fact, the response was so positive that 100% of their business activity is now driven by Square and their order-ahead app.

“The human-interaction element of dining is never going to go away,” says Bryan Solar, “but restaurants will increasingly use contactless payment options and QR-code menus in a way that will help them turn more tables and save overhead costs via physical menus and tough to find staffing. Technology like this enables restaurants to keep the heart of the beloved restaurant experience, just in a more efficient way.”



Technology unlocks restaurants to keep the heart of the beloved restaurant experience, just in a more efficient way.

– Bryan Solar, GM Square for Restaurants

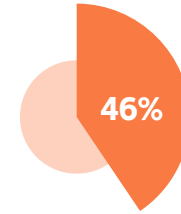


[Our order ahead app] is reliable, very efficient, and has allowed us to continue trading during one of the most unpredictable years to date.

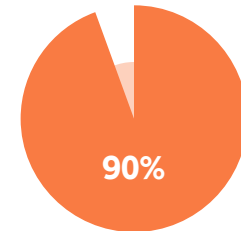
– Justin Carty, Owner and Director, Coffi Co

Safety and hygiene

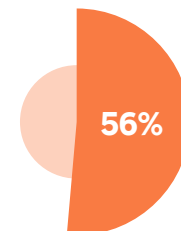
The way people want to eat has changed. COVID-19 required restaurants to make changes that went far beyond the usual Food Safety and Hygiene Regulations – outfitting staff in protective equipment, keeping tables six feet apart, engaging in enhanced cleaning efforts and performing body temperature scans as patrons enter. Irrespective of government guidelines, these efforts are likely to continue for some time. An overwhelming majority (90%) of consumers consider the safety measures critically important when dining out in the next 12 months. Safety and hygiene is a key concern and restaurants have recognised that, with more than half (56%) of restaurant owners and managers saying they will continue to require their staff to wear masks and gloves, and still provide socially distanced tables. The measures will remain not out of fear, but to reassure consumers that it is safe to return to hospitality venues.



of restaurants introduced contactless payment options to increase their patrons' safety



of consumers consider safety measures to be critically important when dining out in the next 12 months



of restaurants say they will continue to require their staff to wear masks and gloves, and still provide socially distanced tables irrespective of regulations

Did you know?

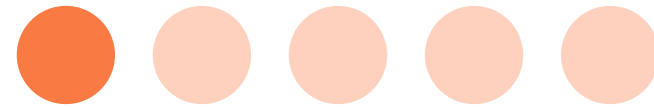
Square's self-serve ordering solution lets customers scan QR codes from a table, walkup window, parking spot, or other location to order and pay from their own device. Orders are sent straight to the restaurant's point-of-sale and kitchen display systems just like server-entered orders would be, but with heightened safety, convenience, and accuracy. Learn more about [Self-Serve Ordering](#).

The changing face of takeaway

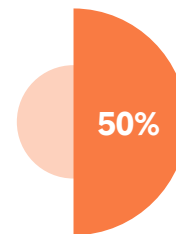
Restaurants wanting to remain in business had little choice but to change to a takeaway model in 2020. Millions of consumers, fed up with home cooking and in need of a taste of normality have certainly driven the demand for deliveries – a trend which looks set to remain. An overwhelming number (91%) of restaurants expect they will derive at least some of their revenue from takeaways in the next twelve months; while one in five expects the majority of sales to come from delivery and takeout sales.

For restaurants, embracing online ordering and takeaway requires both a digital infrastructure for taking customers' orders and payments, and delivery personnel and resources. This can be achieved through a first-party ordering hub on the restaurant's website or via a third-party delivery app (like Deliveroo or Just Eat).

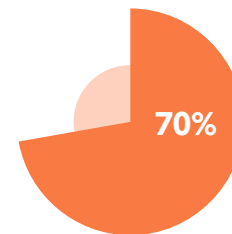
Wanting to ensure they retained control over their customer service, Today Bread in East London opted to keep deliveries in-house. "We wouldn't want to risk breaking that connection by bringing someone else into the mix," said owner Alexandre Bettler. "Using Square to run the business has helped boost online sales and made ordering simple for the team to manage and customers to use."



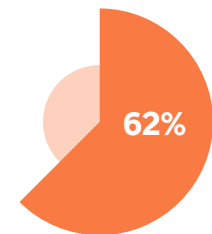
One in five restaurants expects the majority of sales to come from delivery and takeout sales



50% of restaurants implemented online ordering for delivery in the past 12 months



70% of restaurants would prefer to use their own websites to offer delivery



62% of consumers would prefer to use a restaurant's own website or app for delivery

Owned 3rd party delivery apps

Users of food delivery apps (like Uber Eats and Foodhub) will most likely have noticed an increase in the number of local outlets offering delivery to them recently. A spokesperson for Deliveroo described how they had to double the number of riders they employed in 2020, after 11,500 new restaurants partnered with them. These third-party apps have been invaluable to many establishments; but while owners and managers recognise the convenience they afford them, 70% would prefer to use their own websites to offer delivery. The majority (62%) of consumers agreed. Just over half expressed the wish to support their favourite restaurants directly; and saving money was also a popular reason for going direct, with 49% preferring the lower food and service charges offered; and 38% appreciating access it afforded to better promotional deals.

Why consumers prefer ordering from restaurants directly

51% would do so to support the restaurants directly

49% would do so to get lower food or service charges

38% would do so to access better deals / promotions

Did you know?

The Square for Restaurants ePOS system can help your business pivot to meet the increasing desire for delivery and takeaway orders. Even though people can dine in person again, take away is here to stay. Find out more [here](#).



How to get your website in front of customers

Rajat Deva, Product Marketing Manager, Square for Restaurants

Third-party delivery platforms offer a lot in terms of marketing and discoverability for your business, but you have other options to spread the word about your own website and ordering hub. Here are just a few suggestions for attracting customers to order directly from your website:

- **Connected touchpoints:** It's more important than ever to build your own online presence, and it doesn't just stop at the website: build as many touchpoints as you can across social media, email, review sites, and search engines to increase your chances of discoverability and deliver a consistent experience to your customers.
- **Active social media:** If you update your page consistently, an Instagram profile can drive both conversation and sales with customers. If you're not sure when to post, try to schedule it around lunch or dinner time when you know your regulars are hungry and no doubt scrolling through their feeds for options.
- **Up-to-date business pages:** Accurate NAP (name, address, phone) data is really important to connect with customers on all platforms: Google for Businesses, Facebook, Twitter, Instagram, and yes, even TripAdvisor. Being consistent across all of these platforms will help increase visibility on search engines.

Explore more on embracing online ordering:

[How restaurants are adapting to the new normal with takeaway and delivery](#)
[Expanding your delivery and click and collect options: a guide](#)

Change is on the menu

Going from table-service to takeaway is just one of the changes restaurants have been making since the pandemic began.

Instead of simply offering modified versions of their old menus, a large majority (82%) of restaurants plan to make major changes to address customers' changing preferences. Three different trends have emerged: 33% of restaurants have expanded their menus to include new cuisines; 28% have done the opposite and reduced their offerings; and 22% have developed completely new menus.

It's clear that restaurateurs need to be agile and experiment with different offerings to see what arrangement best serves the needs of their target customers, whether focusing on a core cuisine or expanding into new areas. There's certainly appetite for these developments – especially amongst millennials (ages 25 - 44) – with 73% of all consumers saying they are willing to try new menu offerings.

Enhanced hygiene and safety measures have also inspired a shift from physical to digital menus across a third of UK restaurants. Over a quarter (27%) of consumers consider them critical for a safe dining experience, so it's little wonder that 37% of restaurants plan to continue offering them across the next twelve months.

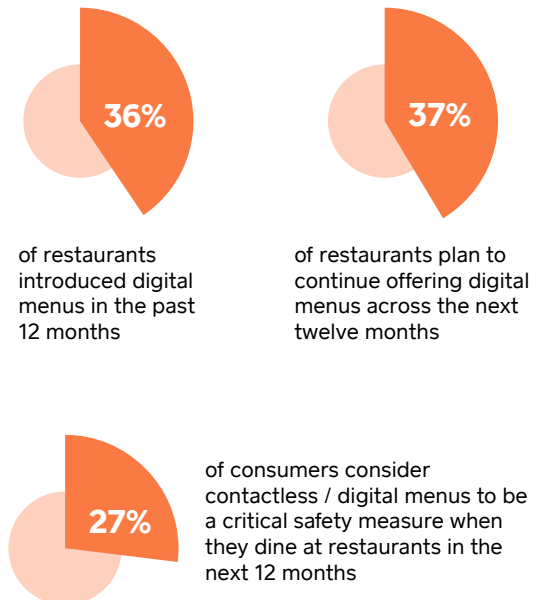
“Tapping into your inner sense of creativity can reveal a lot of new ideas, some that might even turn into best sellers over time,” says Deva.

“Of course food costs are most important, followed by the need to make dishes that can travel well in a courier bag, but giving staff a chance to hone in on their creativity under these constraints can sometimes make for fantastic results.”



Tapping into your inner sense of creativity can reveal a lot of new ideas, some that might even turn into best sellers over time.

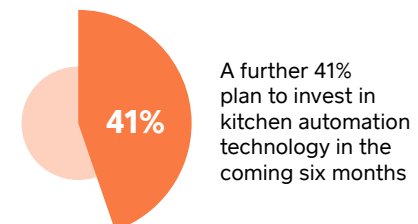
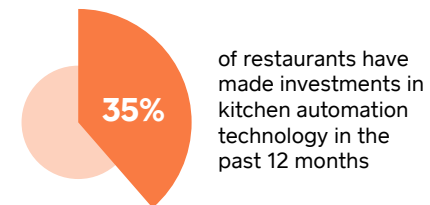
— Rajat Deva, Product Marketing Manager, Square for Restaurants



Streamlined logistics open up a world of opportunity

With changing demands on their staff, restaurants are turning more and more to digital technology to improve internal processes. In the past year, 35% of restaurants have made investments in kitchen automation technology; while a further 41% plan to invest in the technologies in the coming six months. Even a few misplaced orders could spell disaster for a busy kitchen. “Square is brilliant because the system is connected to my ticket machine,” said Sam Corban, owner of 400 Degrees Pizzeria. “It gives me a lot of time to plan and allows me to limit how many orders I can take per hour. I don’t have to worry about missing anything.”

With seamless communication between multiple ordering channels, front of house, and back of house, the possibilities are endless. But the benefits of investing in automation aren’t just felt by the restaurants, they trickle down to consumers too. For 400 Degrees Pizzeria that meant giving customers choice over how they are served.



Pre bookings equal more covers

Booking in advance was essential when lockdown restrictions were first eased. Three in ten restaurants introduced enhanced booking technology in the last twelve months. Though restrictions have eased in recent months, allowing consumers to dine reservation-free, many restaurants (29%) will continue to use enhanced booking over the next year. The global situation is in a constant state of flux; should restrictions return at a later date, keeping such infrastructure in place could save valuable time and ensure maximum revenue.

Not giving up the ghost

Ghost kitchens – or cloud/dark kitchens as they’re sometimes known – are commercial kitchens located in areas with a high concentration of delivery demand. Chefs don’t always operate out of traditional kitchens either; ghost kitchens have popped up in all sorts of vacant places – from shipping containers to retail spaces.

They don’t have storefronts, and the dishes prepared by staff are available only by delivery. They offer not just established chefs the chance to grow, but also start-up restaurants – providing them with the space they need to prove their concept is a viable one, without having to fully invest first. In these uncertain economic times, they could prove invaluable in welcoming new talent to the industry.

“Ghost (or cloud) kitchens are trending topics right now, but we’re seeing it become a real, growing segment,” says Deva. “With a streamlined and equipped kitchen, there’s nothing physically stopping you from trying four or five new restaurant concepts at a time, and then picking the winner once one of those concepts is proven.”

Ghost kitchens may still be in their infancy in the UK, with only a small minority of chefs experimenting with them, but their use is on the rise. 7% of restaurants implemented them in the past year, while one in ten currently have plans to introduce them to their business model in the next twelve months.



We’re seeing more of a hub-and-spoke model, with the kitchen at the centre of it all.

— Lior Koren, Product Manager, Square for Restaurants

“I want to make my customers’ lives easier and not put any barriers that could stop them from ordering my food,” said Sam Corban. “They have two options. They can order online and pick a collection time, when they check-out, we get a print-out ticket; when they turn up, pizza is ready.

If they order in-person, it’s the same ticket print-out for us, but we use customer displays so they can check what they’ve ordered, before paying via contactless.”

“We’re seeing more of a hub-and-spoke model with the kitchen at the centre of it all,” says Lior Koren, Product Manager, Square for Restaurants. “Restaurants are embracing new channels for customers to interact with their business, effectively meeting them wherever they are. Each of these channels represent a revenue stream for the restaurant, and they connect to the same kitchen and are all managed by the same localised POS and KDS system.”

“One channel might be the dining room, one channel might be first-party delivery, one channel might be meal kits, and so on” adds Koren. “Having the kitchen run as efficiently as possible extends that efficiency into all of those channels.”

Did you know?

Square for Restaurants' kitchen display system seamlessly displays and localise order tickets no matter where they're placed — whether that's from the restaurant's point-of-sale, Square Online site, or online ordering platforms. Learn more about [Square for Restaurants](#).

Cutting queues makes for quicker coffee

As any new restaurateur knows, quick and efficient service is key to customer satisfaction. At Coffi Co in Cardiff, one of owner Justin Carty's main challenges was not having the right tools to manage long queues of customers until he found Square.

"We employed more staff purely to stand at our till systems and take orders. This would create very large queues and cause customer frustration. We were a modern operation surrounded by payments system providers that were stuck in a different decade. It was absolutely impossible to find a service provider with an integrated all-round solution that would drive service and business efficiencies."

What the business needed was a solution that allowed them to operate an order-to-table solution, so they reached out to Square.

"Due to the scale of our operation, we required a bespoke solution that would work for our company. We wanted a system that would remain cost-efficient and ensure the release of next-day funds."

The team opted for Square for Restaurants POS, which they use alongside Square KDS, Square Terminal and Square Stand. Square was able to understand their needs and work to deliver a tailored solution for them, helping them to ease the pressure on staff serving queues at the till, so they could focus on other parts of the business. "We can now utilise these staff members to run our stores in the day to day operation," said Justin.

Keeping customers hungry for more

Restaurateurs are also exploring new ways to capture customers' interest and create experiences that keep them coming back. There is a delicate balance to strike to ensure customers feel both safe and engaged. Clever restaurants are considering how they can better integrate into customers' lives — regardless of whether they are dining in-house, collecting takeaways, or receiving deliveries.

To entice more diners through their doors (and onto their websites) 75% of restaurants have introduced special 'off-menu' items and special marketing initiatives to their repertoire. Nearly a quarter of restaurants have developed personalised dining experiences for events like Valentine's Day – when restaurants would typically be fully booked. Other popular plans include meal and cocktail kits (28%), pre-made frozen food (12%), and subscription services (14%) such as wine clubs. In addition, one in four restaurateurs have offered either online cooking classes or virtual tastings and dining events.

Loyal customers are the backbone of the restaurant industry – supporting it through good times and bad. In recognition of this, just over a quarter of restaurants have introduced or expanded loyalty schemes for their customers in the last year. The right loyalty programme says so much more than 'this person already enjoys eating here'. They help restaurants connect with and better understand their customers. Similarly, by offering physical or digital gift cards, restaurants give customers the means to support their favourite restaurant while



A lot of restaurants are exploring new ways of reaching customers: experimenting with retail offerings and planning event-based experiences.

– Bryan Solar, GM, Square for Restaurants

sharing the experience with friends and family, expanding and deepening the ties between restaurants and their customer base.

“Many restaurants are offering some sort of digital loyalty program that allows diners to become regulars, even from home. The key piece here is to use a loyalty provider that can intelligently parse your customers by their visits and ordering habits,” says Rajat Deva. “The ability to group your customers according to what is most relevant to them, whether it's the time since their last visit, their ordering history by item or category, or their total average sales, can be incredibly powerful.”

Did you know?

With [Square gift cards](#), you can start selling gift cards in just a few clicks and they're fully integrated with your account. That means you can easily sell, redeem and track them, while your customers can share their favourite dining experience with friends and family.

Did you know?

Treat your customers like regulars with [Square Loyalty](#). Run a customer loyalty programme straight from your point of sale or Square Online website. Sellers who use Square Loyalty see a 40% increase in customer visit frequency. (Based on US Loyalty stats).

What restaurants plan to offer in the next 12 months vs what consumers want



Community support is more important than ever

The smallest moments in life are often the ones that mean the most: the first sip of a morning coffee; the satisfying chew of freshly baked bread; that sweet treat that you pop in your mouth, because it 'would be rude not to'. Those little rewards that break up the monotony of the everyday were the first things we reached for when lockdown first came into effect.

"Customers were really appreciative of us being open," said Jackie Mckinson, the owner and baker at [Aries Bakehouse](#) in Brixton.

Jackie may have been forced to close the front doors to Aries Bakehouse, but she was determined to stay open every single day. From breakfast to dinner, her customers needed her. As she pivoted from eatery to typical bakery, Jackie was inundated with orders almost right away - anything she baked, shoppers bought. The bakehouse was consistently busy – at one point selling 300 sourdough loaves in just three days – but Jackie wanted to do more for the community. She started stocking beers from local breweries, delighting customers during pub and restaurant closures.

Aries Bakehouse had barely been in business for a year before the restrictions came in. They hadn't felt a real need to set themselves up online, getting along just fine, receiving orders via Instagram DMs. But Jackie was so busy baking she couldn't get to her messages to

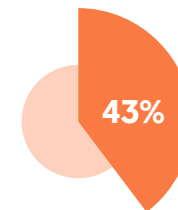


We heard customers say that being able to have our produce during lockdown was something to look forward to, and gave them joy in these strange times.

– Jackie Mckinson, owner of Aries Bakehouse

Restaurants' role in the community

Restaurants worked tirelessly to retain their role in the community, responding to the pandemic with creative and industrious spirit. In spite of the struggles many faced just to stay open in some capacity, 85% of businesses made great efforts to support the community around them. NHS staff and frontline workers were offered discounts and vouchers (36%); and donations of food and money made to numerous community organisations (32%). Climate change remains a hot-topic: in the past year more than a quarter (28%) of all restaurants have recognised their place in the global community – engaging with sustainability and waste management efforts. As they take tentative steps back to normality, it is cheering to hear almost all restaurants (91%) say they will continue with their community engagement practices in the coming year.



of consumers would like to see businesses donate food or supplies to community organisations / charities

How restaurants plan to serve the community in the next 12 months:

40% will provide supplies / discounts / vouchers to community service providers / frontline workers / emergency services / NHS

30% will provide food for local events

39% will donate food or money to community organisations

24% will engage with sustainability / recycling / waste management efforts

make the orders on time – customers were disappointed as much of the menu had sold out by the time she managed to reply to them. That’s when a loyal member of the community stepped in to help.

“It was [the customer’s] idea to use Square to run an online shop,” said Jackie. “She came in and used her evenings to get it up and running - I had my hands full with cooking. She was here every Saturday bagging all the orders, too.”

Square technology also proved invaluable to time management. Upgrading their existing card machine to a Square Terminal with a printer greatly reduced the time it took for Jackie to sort customers’ orders. She’d handwritten names on each bag up until then.

The support from customers that the Aries Bakehouse received highlights its importance to the local community: when Jackie found herself overwhelmed by demand, her customers stepped in to offer help – packing orders, serving customers, and jumping on bikes to make deliveries. When they weren’t actively helping in-store, they were singing the bakehouse’s praises across social media.

“Without their help, I don’t think I would have coped during the lockdown,” she said. “Customers started posting like crazy about



whatever they bought – they might buy something small, like a croissant, but do this amazing post with music about it. It just grew from there, it was incredible. It made me so happy – their comments kept me going.”

The self-taught baker turned entrepreneur isn’t just appreciative of the support she’s received from her local community; she’s eager to contribute herself. Aside from stocking beers from several South West London breweries, much of her produce is sourced locally, including coffee from Perception Coffee Roasters, and meat from William Rose Butcher.

The show *will* go on

Restaurants are determined not just to survive, but thrive in the new normal the industry finds itself in.

“The restaurant industry realises it can’t put off adopting technology and streamlining operations any longer, because the competitive landscape is changing,” says Bryan Solar. “Moving forward, restaurants are not only open to change, they’re investing heavily in it.”

Slowly but surely, we’re beginning to see the results of these changes, as restaurants make creative gambles, take advantage of the new channels available to them, and foster loyal relationships with their customers. It’s testament to how resilient the industry is, that business didn’t just continue trading in 2020, some of them started their journeys.

“We officially started trading in late 2020 which was still a very worrying time for everyone,” said Zubair and Shanaz, the husband and wife duo behind west London burger business Smash N’ Slide. “We thought if we can survive this, we can survive anything!”

“Our aim was to build a brand and serve great food,” they said. “Joining the Square platform has made life so much easier. There’s a great online community to bounce questions and ideas off. Their support is so responsive and has allowed us to be much more efficient and focus on what we’re really good at...making burgers!” ■



Moving forward, restaurants are not only open to change, they’re investing heavily in it.

— Bryan Solar, GM Square for Restaurants

Methodological notes

The Square Restaurant Trends Survey was conducted by Pollfish among 300 Restaurant Owners & Managers between July 2 and July 20, 2021, using a Random Device Engagement (RDE) methodology, where respondents are invited to take part in a survey via in-app messaging.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in the restaurant trends study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 6 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

The Square Consumer Survey was conducted by Pollfish among 1,000 nationally representative UK adults (ages 18+) on July 2, 2021, using a Random Device Engagement (RDE) methodology, where respondents are invited to take part in a survey via in-app messaging.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in the consumer trends study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

About Square

With Square, the future of business is yours to shape. We're empowering businesses of all sizes and types to help them succeed — with a full suite of tools to keep your whole business in sync. Our platform of products works together to help you save time, run your business and connect with customers. Learn more at squareup.com/uk.

We can offer custom pricing for those that process more than £200k in annual card sales. Visit squareup.com/uk/sales to talk with our team today.

