

Virtual Restaurants: New Business Models, New Opportunities

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Key findings Differences between virtual restaurants, ghost kitchens and physical restaurants The disruption of virtual brands in foodservice Strategising on virtual brands and finding equilibrium to become profitable

## TYPES OF VIRTUAL RESTAURANTS

Types of virtual restaurants

## NON-FOODSERVICE PLAYERS

Opportunity for non-restaurant players to sell in foodservice Seizing on packaged and prepared products Case Study: The Ice Cream Shop becomes the first store-hailing brand Case Study: La Crianza will relaunch its virtual brand including more packaged food products Opportunities and challenges for non foodservice players: Packaged food based Benefiting from curated social audiences to increase transaction volume Consumers seek for recommendations in social media when selecting a restaurant Creating regional virtual brands through social media reach Case Study: Fasfu virtual brand shows the untapped potential for social media influencers Opportunities and challenges for non foodservice players: social media based

#### CHAIN SPIN-OFFS

A fragmented industry is an opportunity for chained operators Last mile apps become restaurant discovery platforms for consumers Case Study: Pasqually's Pizza & Wings thrives by distancing from its parent brand audience Case Study: It's Just Wings paves the way for hyper-focused food type virtual brands Consumers expect brand variety in markets with high delivery demand Reasons to incorporate virtual brands vs expanding through ghost kitchens Examples of virtual chains owned by chained operators or franchises Opportunities and challenges for chain spin-offs

#### **BUSINESS ENHANCERS**

Restaurants can optimise space and time by adding virtual brands focused on cuisine types Virtual brand companies offer seamless integration and relatively low risk expansion Case study: Nextbite virtual brands are designed for different daily occasions Case study: Sodexo partners with Peckwater brands to seize upon long idle hours Opportunities and challenges for business enhancers

#### **KEY TAKEAWAYS**

Key takeaways

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