Sustainability in the Restaurant Industry

NBCUniversal
BRANDS HAVE THE
Opportunity and Responsibility
to Tell Their Story and Inspire Change

56% of diners want restaurants to be more transparent about their eco-friendly efforts

73% of consumers want accurate portion sizes to avoid waste

54% Prefer to order from restaurants that don’t use excess packaging for delivery

Source: Restaurant Dive
... Yet only 26% of consumers actually take action¹

**CORE**
challenges remain

**THERE IS A**
disconnect between what consumers say & what they do

**ARE THESE EFFORTS REAL?**
Lack of Trust in Claims of Sustainability
53% of consumers never or only sometimes believe claims of sustainability¹

**CAN I DO THIS?**
Affordability and Accessibility
65% of consumers believe sustainable eating is more expensive²

**HOW DO I DO THIS?**
Sustainability Perceived as Time-Consuming & Complicated
88% of consumers want brands to help them be more environmentally friendly & ethical; however, only 28% said brands make it easier for them to do so³

Companies Are Expected to Act
ADDRESSING THE CORE PILLARS OF SUSTAINABILITY

Environmental
Protecting the Planet and Conserving its Resources
- Use of climate conscious resources and reducing carbon emissions

Economic
Considering Accessibility and Impact of Sustainable Restaurant Efforts
- Business decisions that equally drive sustainability and profitability

Social
Ensuring Equitable Treatment of Individuals and Communities
- Giving back to employees, stakeholders, and the community
Eliminating Food Waste

Businesses are finding different ways to reduce food waste, such as partnering with food waste reduction initiatives or reducing portion sizes to limit waste.

Embracing Plant Based Options

Whether partnering with manufacturers like Impossible Foods and Beyond Meat, or doing it in-house, restaurants are focusing on plant-based options now more than ever.

Reducing Carbon Emissions

Increasingly more restaurants are establishing farm-to-table, composting, and energy reducing practices, which all can contribute to the reduction of costs as well as carbon emissions.

Eliminating Food Waste

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Focusing on Eco-Friendly Packaging

Restaurants are tapping into reusable container programs and shifting focus to reusable, eco-friendly, and toxin-free eatwear.

Source: 1. Restaurant Dive
Leaning into Economic Sustainability is Newer for the Industry

Governance via Comp Alignment

Companies, like Chipotle, are tying executive compensation to ESG metrics, which include increasing its use of organic/local/regeneratively grown food and maintaining racial and gender pay equity.¹

Increase of Female Executives

Female representation and leadership tends to drive better sustainable outcomes. While the number remains limited, some restaurant companies like Yum Brands are making commitments to reach gender parity in a given timeframe.²

Willingness to Pay More for Green Food

Though 65% of consumers believe sustainable eating tends to be more expensive, still 47% would consider changing what they order from the menu to be more sustainable.¹

Source: 1. Chipotle Sustainability Report 2. Restaurant Dive
Restaurants are winning social capital from consumers and employees

**Diverse Pop Culture Partnerships**
As diversity is a driver of sustainability in the industry, restaurants have extended this to their advertising. In the age of celebrity meals and partnerships, a large number of these tend to involve culturally diverse celebrities.

**New Employee Benefits**
As social justice because a focal point, brands are elevating their benefits to respond to consumer and employee expectations by increasing wages, providing tuition coverage, offering to cover expenses for childcare or health needs, and more.

**Giving Back to the Community**
Restaurants continue to give back to society through charitable giving, whether that’s donating to families/children that have medical needs, fighting hunger, sustainable organizations, or local organizations.

Source: 1. Chipotle Sustainability Report
Restaurants are increasingly focusing their messaging around sustainable topics.

**Sustainability in Restaurant Creative**

**Keywords in creative descriptions**

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<th>Year</th>
<th>&quot;Organic&quot;</th>
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Year over Year Growth: 88%
Engage Strategic Audiences
Engage your key audience and socially conscious consumers with a right content, right context, right audience approach across national and local markets

Create Lean-in Storytelling
Communicate your sustainable efforts and educate consumers on the benefits of sustainable behaviors through custom content and integrations, influencer marketing & commercial innovation

Fuel Cultural Moments
Bring your sustainability efforts to life and drive tangible impact by tapping into NBCU’s Cultural Moments and other cultural milestones
Engage Strategic Audiences
Engage strategic audiences across the NBCU Portfolio

Sustainability Conscious Diners
Socially Conscious
Multicultural Millennials
Create Lean-In Storytelling
via Alignment with NBCU IP and Custom Storytelling Opportunities

Partner with NBCUniversal to champion sustainability-focused initiatives worldwide.

Connect
Branded content showcasing how to support sustainable efforts

Inspire
Editorial stories of inspirational thinkers/activists from around the world

Celebrate
Dedicated programming/takeover stunts aligned with sustainable efforts
Fuel Cultural Moments
Calling attention to the three pillars of sustainability (environment, economic, social)