

detour

DETROIT

June 2020

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Technomic®

at first glance...



Sophie Mir
Associate Editor



Known as the auto capital of the world and for being the home of Motown, Detroit is a resilient city defined by an entrepreneurial spirit that is transforming the city's restaurant landscape to be more diverse, eclectic and modern.

While still upholding classic traditions and dishes, the city is also evolving to add more trend-forward concepts and cuisines that speak to current nationwide food and drink trends. For example, up-and-coming Detroit chefs are driving locally sourced, vegan, organic and gluten-free options. And restaurants are popping up that menu craft cocktails and specialty small dishes. These

additions are all helping to redefine and modernize the market's dining scene.

Detroit's motto, "Speramus Meliora. Resurget Cineribus," translates into "We hope for better things. It shall rise from the ashes." Indeed, as we face unprecedented times due to the economic uncertainty created by the COVID-19 pandemic, Detroit's grit and determination, as well as its ability "rise from the ashes," will prove to be one of its greatest assets.

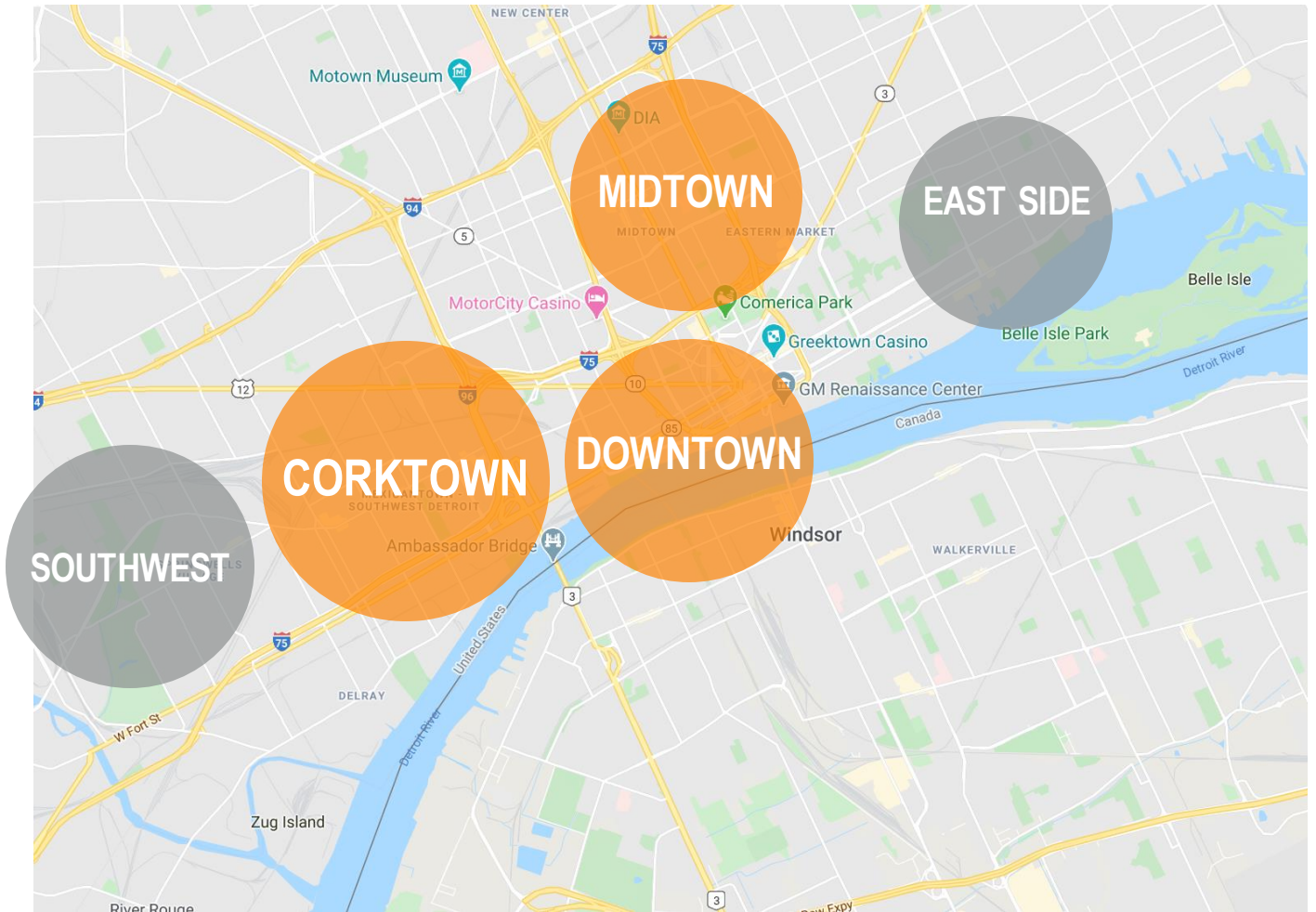
Questions? Comments?
Concepts I should be watching?
Send me a note at
smir@technomic.com.

83%

OF DETROIT CONSUMERS REPORT THAT A WELCOMING AND COMFORTABLE ATMOSPHERE IS AN IMPORTANT ATTRIBUTE IN THEIR DINING DECISION

Source: Technomic Ignite consumer brand metrics data

Detroit Hotspots



Corktown

Known for being the oldest neighborhood in Detroit, Corktown is a historic neighborhood that remains dynamic with an eclectic variety of restaurants, including hip brunch spots, local sandwiches shops, and old and new bars with beer, wine and whiskey selections.

Midtown

Home to Wayne State University and several cultural institutions, Midtown is an extremely walkable neighborhood with tons of character. It spotlights trendy breweries, upscale eateries, barbecued meat concepts, and bakeries and coffee shops that are locally focused.

Downtown

As the city's central business district, Downtown is home to prominent skyscrapers sporting venues and boutique hotels. Consumers can enjoy New American indies, traditional breakfast/brunch fare with twists, Middle Eastern fare and Detroit-style pizzas.



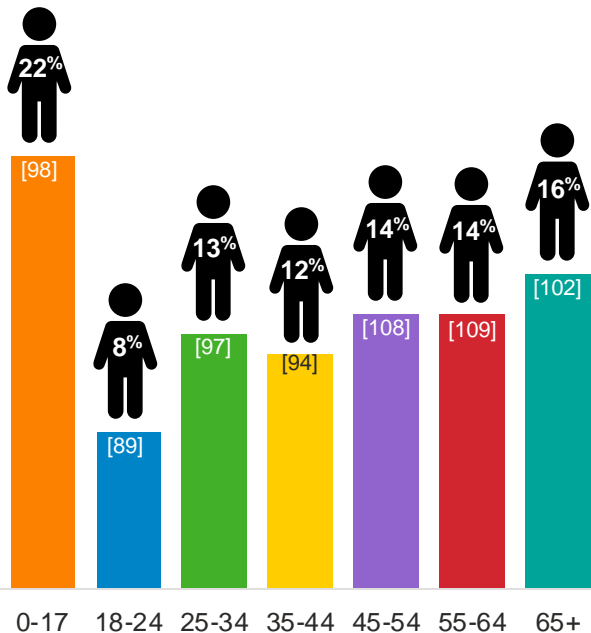
Outside Downtown Detroit's Buddy's Pizza

Demographics [compared to national index of 100]

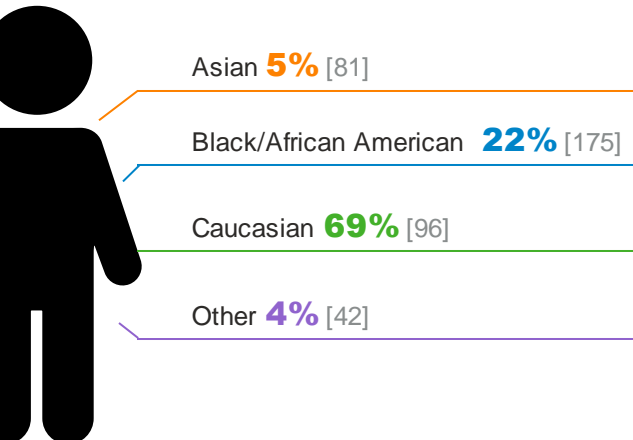
Detroit

Total Population
5,216,502

AGE BREAKDOWN



ETHNICITY BREAKDOWN

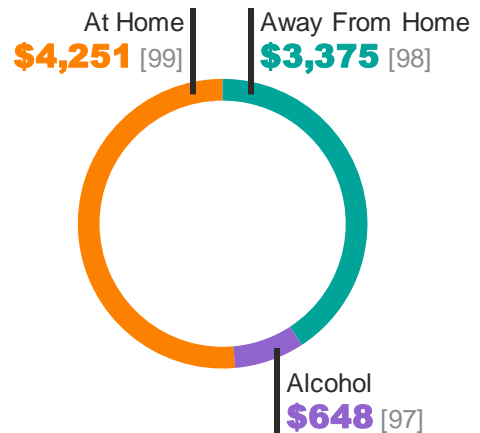


MEDIAN HOUSEHOLD INCOME

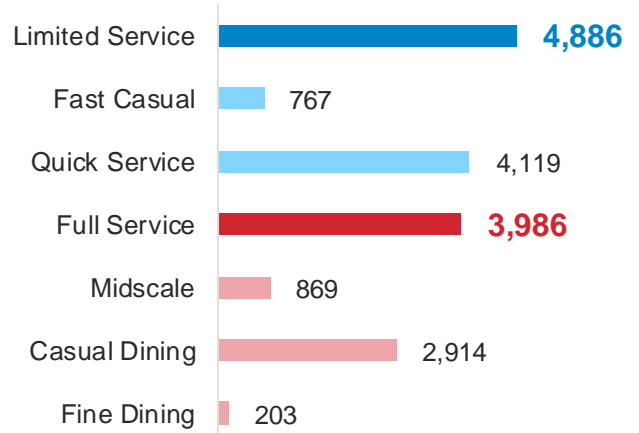
\$67,150 [100]

EXPENDITURES PER HOUSEHOLD

Food & Beverage = \$8,274 [97]



Number of Restaurants
8,872 (Total)



Note: Based on MSA
Source: Technomic, Inc.
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Hot Concepts

Buddy's Pizza

www.buddyspizza.com

Neighborhoods:

Scattered throughout the metro Detroit area, as well as in other Michigan cities, including Ann Arbor, Lansing and Grand Rapids

Segment & Category:

Traditional Casual Dining/Italian

- A chain of pizza parlors specializing in square-cut, Sicilian-style pizza, burgers and sandwiches in a retro, Detroit-inspired atmosphere
- Units are primarily free-standing and approximately 2,500-3,500 square feet
- 15 full-service stores and three carryout only
- Produce and beef are locally sourced, and salad dressings are housemade
- Gluten-free options available
- Concepts feature a separate bar area
- Giving back is an important value to the chain, having received the Michigan Restaurant Neighbor Award for the past seven years
- Catering offered at select units

By The Numbers

*Technomic estimate

18

U.S. Units

\$14.20

Check Average*

\$1.48

AUV (millions)*

1946

Founded



On the Menu at Buddy's Pizza

Pizzas

- Margherita
- Original Veggie
- Greek
- Meat Deluxe
- BBQ Chicken
- Hawaiian
- Detroit Zoo
- Sicilian
- Mediterranean
- The New Yorker
- Spinach Lovers

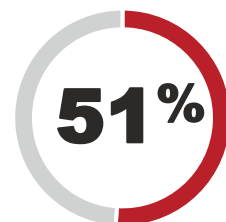
Burgers and Sandwiches

- Original Buddy
- Turkey
- Italian Chicken
- Honey-Dijon Chicken



Behind the Trend

Consumers report that their top three preferred fruit and veggie toppings are mushrooms (56%), onions (53%) and tomatoes (39%); the No. 1 purchase driver when choosing from which restaurant to purchase a pizza is best overall taste (46%).



OF CONSUMERS STRONGLY AGREE THAT THEY WOULD LIKE RESTAURANTS TO OFFER MORE AUTHENTIC PIZZAS

Source: Technomic 2020 Pizza Consumer Trend Report



Ram's Horn

www.ramshornrestaurants.com

Neighborhoods:

Locations in several neighborhoods within the metro Detroit area, including Cadillac Square

Segment & Category:

Midscale/Family Style

- Midscale chain serving hearty portions of comfort foods for breakfast, lunch and dinner in a family-friendly setting
- Markets itself as the place to go “when you’re hungry but not sure what you’re hungry for”
- Serves a variety of global flavors, including Greek, Italian and Mexican
- Breakfast offered all day
- Units are mostly free-standing and approximately 4,500 square feet
- Brand takes pride in the fact that it has kept up its food quality standards throughout the years
- Delivery available at select store via third-party app DoorDash
- Growth through franchising

By The Numbers

*Technomic estimate

16

U.S. Units

\$13.05

Check Average*

\$1.81

AUV (millions)*

1967

Founded



On the Menu at Ram's Horn

Dinner Entrees

- Baked Meatloaf
- Fresh Oven Roasted Turkey
- Breaded Veal Cutlet
- Liver and Onions
- Chicken Strip Dinner
- Roast Beef
- Southern Fried Chicken
- Caribbean Stir-Fry
- Grilled Tilapia
- Country Fried Steak
- Chopped Beef Steak

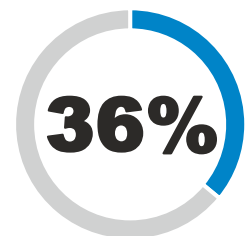
Breakfast

- Blueberry Pancakes
- Breakfast Quesadilla
- Avocado Bowl
- All American Breakfast
- Healthy-Way Breakfast
- Cinnamon Caramel French Toast



Behind the Trend

Traditional meats are appealing to consumers as comfort food favorites. Almost half (46%) of consumers strongly agree that beef dishes are comfort foods, and four in 10 (40%) report that they consider pork dishes to be comfort foods.



OF CONSUMERS EXPRESS THAT THEY WOULD LIKE MORE RESTAURANTS TO OFFER GLOBALLY INSPIRED BEEF DISHES

Source: Technomic 2019 Center of the Plate: Beef & Pork Consumer Trend Report



Slows Bar Bq

www.slowsbarbq.com

Neighborhoods:

Corktown and Midtown neighborhoods of Detroit, and one unit in Grand Rapids, Mich.

Segment & Category:

Casual Dining/Varied

- Brand specializes in providing a gourmet spin on barbecued offerings and a diverse selection of craft beers in a modern and meticulously designed environment
- Opened from lunch to late night hours
- Two seasonal concession stands at Ford Field
- Online store sells a variety of trademarked sauces
- Offers several catering options, including full service, hot or cold food pickup, food truck, bar service
- Private dining rooms and spaces available to hold parties and special events

By The Numbers

3

U.S. Units

2005

Founded



On the Menu at Slows Bar Bq

Barbecued Meats

- Pulled Pork
- Apple BBQ Chicken
- Beef Brisket
- Smoked Meatloaf
- Chicken Strut
- Jambalaya
- The Hot Mess, featuring Pulled Pork, Sausage and Berkshire Pork Belly
- St. Louis Cut Ribs
- The Big Three, featuring Beef Brisket, Pulled Pork and Apple BBQ Chicken

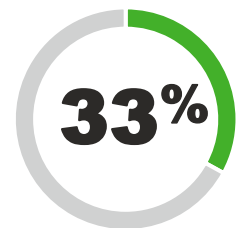
Beyond Barbecued Meats

- Appetizers—BBQ Wings, Corn Dodgers and Pulled Pork Enchilada
- Salads—House, Caesar and Charles Bronson
- Sides—Coleslaw, Waffle Fries, Cornbread and Sweet Potato Mash
- Desserts—Carrot Cake and Banana Pudding



Behind the Trend

Barbecue flavors paired with chicken is appealing to most consumers. Over half of consumers (54%) express that barbecue sauce is their most preferred dipping sauce with chicken fingers. And, over four in 10 (41%) state that barbecue sauce is their most preferred sauce with chicken wings or hot wings.



OF CONSUMERS SAY THEY PREFER HONEY BARBECUE SAUCE WITH THEIR CHICKEN FINGERS

Source: Technomic 2019 Flavor Consumer Trend Report

Indies



Mink

**1701 Trumbull Ave.
Corktown**

Mink is an oyster bar and seafood-focused restaurant offering a rotating seasonal menu and premium wines in an intimate setting. The brand places great emphasis on sustainable and ethical sourcing of seafood.



Leila

**1249 Griswold St.
Downtown**

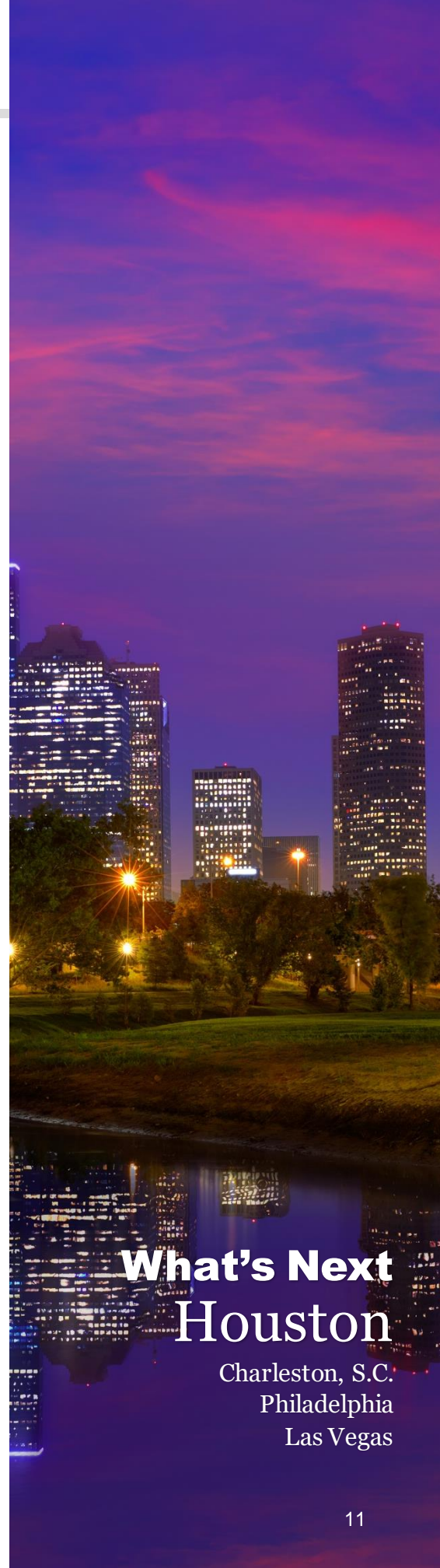
Offering a balance of old-world hospitality and contemporary style, Leila specializes in the savory yet simple flavors that define Lebanese cuisine. Menu items include cold and hot mezzes, and traditional Middle Eastern entrees, such as shish kebabs and mujaddara.



Street Beet

**4626 3rd Ave.
Midtown**

Located inside of Third Street Bar, Street Beet is a pop-up restaurant spotlighting trend-forward vegan dishes. Popular comfort food selections include nachos and “fake” chicken offerings, such as sandwiches, nuggets and wraps.



What's Next Houston

Charleston, S.C.
Philadelphia
Las Vegas

Fine Print



Technomic®

Technomic, Inc. prepares *Detour* monthly to keep foodservice executives informed about emerging concepts by monitoring primary and secondary sources, including company content, trade publications and other news outlets. Annual subscriptions are available at technomic.com. We welcome your comments.

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