



Food on Demand

**Dave Coltrin, VP of Guest
Experience & Marketing
Technology at Denny's Inc.**



America's Diner

Whatever you want...
Whenever you want it...
Wherever you are





Brand Opportunities

- **Relatively low off-premise sales (about 6%)**
- **Varied menu, with many breakfast foods that don't travel particularly well**
- **Packaging was outdated; primarily foam-based, optimized for low costs**



The Solution

Denny's ON DEMAND[®]

#1

Mobile &
Online
Ordering

#2

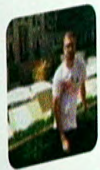
Delivery

#3

Enhanced
Packaging







Patrick Meehan
@Pillat

I wish Denny's delivered. I want nachos. Lots and lots of nachos.

12:17 AM - 7 Jul 2011



Pumpa
@Push

I wish Denny's delivered. I want eat moons over

-21 Jan 2011





The Results

- **Helped contribute to positive systemwide same-store sales growth for the 7th consecutive year**
- **Off-premise sales grew to 8.7% of total sales by end of 2017 (up 45%)**
- **Digital transactions overindex at Late Night & Dinner dayparts, with strong skew towards younger 18 to 34 demographic**



Packaging Challenge





Enhanced Packaging: Background

- **Conducted extensive guest research, including ethnographic customer journeys**
- **Key insights:**
 - **Our current packaging was okay, but far from ideal**
 - **Basic functional attributes mattered most**
 - **Opportunities to add additional value: microwaveable & sustainable materials**





Enhanced Packaging: Actions

- Near-complete overhaul of our packaging lineup
 - 18 brand new SKUs
 - Primarily Stock with custom embossing and printing
 - Custom development on centerpiece of new lineup
 - 10 existing SKUs redesigned
 - 9 different vendors





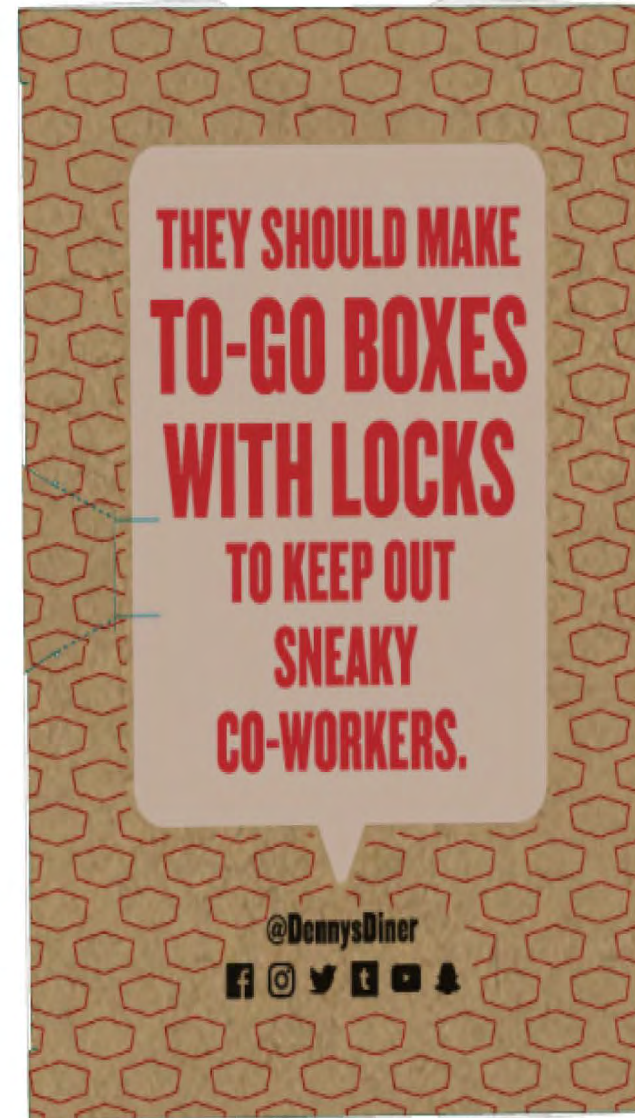
Key Functional Benefits

- Custom designed to deliver fresh & hot
- Accommodates majority of entrees in a single package
- Microwaveable
- Sustainable/
Recyclable





Opportunity to Reflect Brand Personality



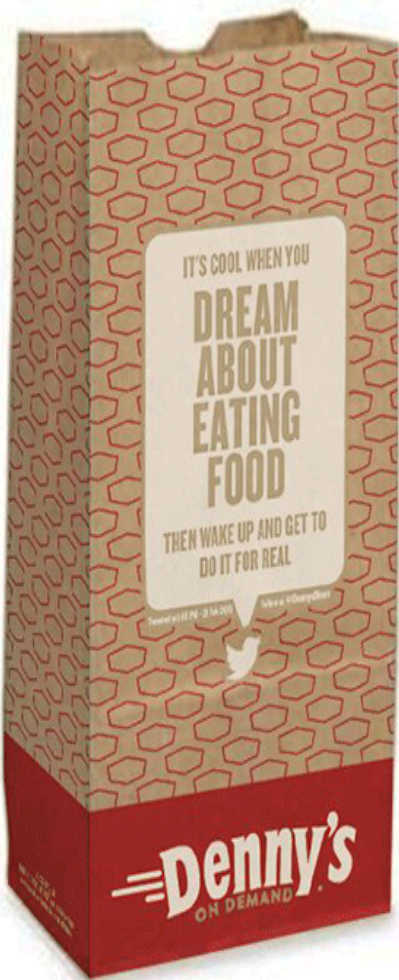


Opportunity to Reflect Brand Personality





Opportunity to Reflect Brand Personality



New Front



New Back



Opportunity to Reflect Brand Personality

DOES FOOD
GET EXCITED
WHEN IT'S IN A
TO-GO BAG LIKE,
"WOW! AN
ADVENTURE."

Denny's
ON DEMAND

ORDER ONLINE AT DENNYS.COM

@DennysDiner
f i t t v s



Recycle all food waste responsibly. The public is encouraged to bring food waste to a local composting facility. Do not place food waste in the trash. Thank you for your participation. © 2019 Denny's, LLC



Out Flap 8 1/8"
Printed Flap 6 7/8"

PLACEMENT OF DENNYS BAND
(SP TO 8 COLORS)