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# FUTURE OF RESTAURANTS



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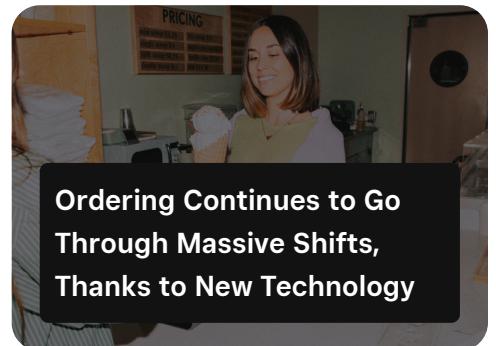
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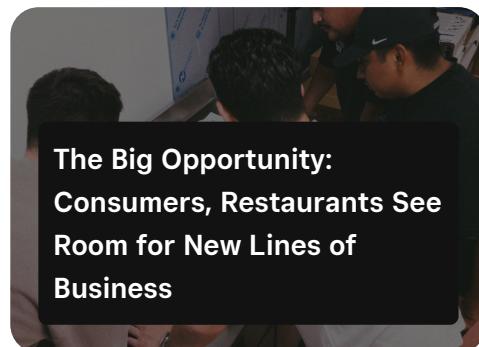
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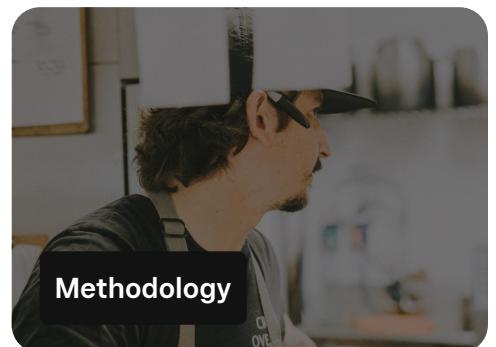
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# Letter From Square

# Letter From Square



Dear reader,

The current state of the economy could make putting food on the table seem challenging. We're no stranger to the realities of the world. Costs are rising. Labor shortages and supply chain disruptions are prevalent. Inflation remains elevated. Industries are shifting. And customer demand is still volatile.

It's not an easy time to be in the restaurant industry. But all around us, people are responding in inspiring ways.

New, emerging technologies allow restaurateurs to serve their customers and staff in the best ways possible. Menus are expanding and becoming even more inventive, changing the course of culinary culture and the business behind it. And although many diners said they plan to cut spending, they're still standing by the community establishments they know and love.

As we dig into the Future of Restaurants report, one takeaway prevails: 2024 was both a tough and an exciting time to work in the food and beverage industry. We'll focus on the opportunities ahead. This year's insights break down some of the biggest trends in the restaurant industry, some of which might surprise you or give you ideas that set you up for whatever the next year has in store. Without a doubt, operators will have to do more to make the same profit to survive and thrive. We'll be with you every step of the way.

— Ming-Tai Huh, head of product, Square for Restaurants

CHAPTER ONE:

# Restaurant Leaders' Biggest Hurdle Isn't Finding Staff or Pleasing Diners. It's Time.



# 3/4

Roughly three in four restaurant leaders indicated they spend more time on every aspect of business operations we asked about than they did a year ago.

# 60%

of operators said hiring has become easier in the past year.

# >1/3

More than one-third of restaurant owners plan to launch programs to retain staff.



# As hiring smooths out, restaurant leaders spend more time on operations

**What stands in the way of restaurant leaders in reaching their goals this year? It always comes down to time.**

Take hiring, for example. Finding talent and retaining staff have been huge challenges for operators for years. Thankfully, the majority (60%) said it's gotten easier this year. That should feel like a huge relief after years of rising wages and additional labor market abnormalities.

But 73% still say they spend more time on hiring than they did last year, while three in four said they spend more time on business operations and management activities.

## Key takeaway:

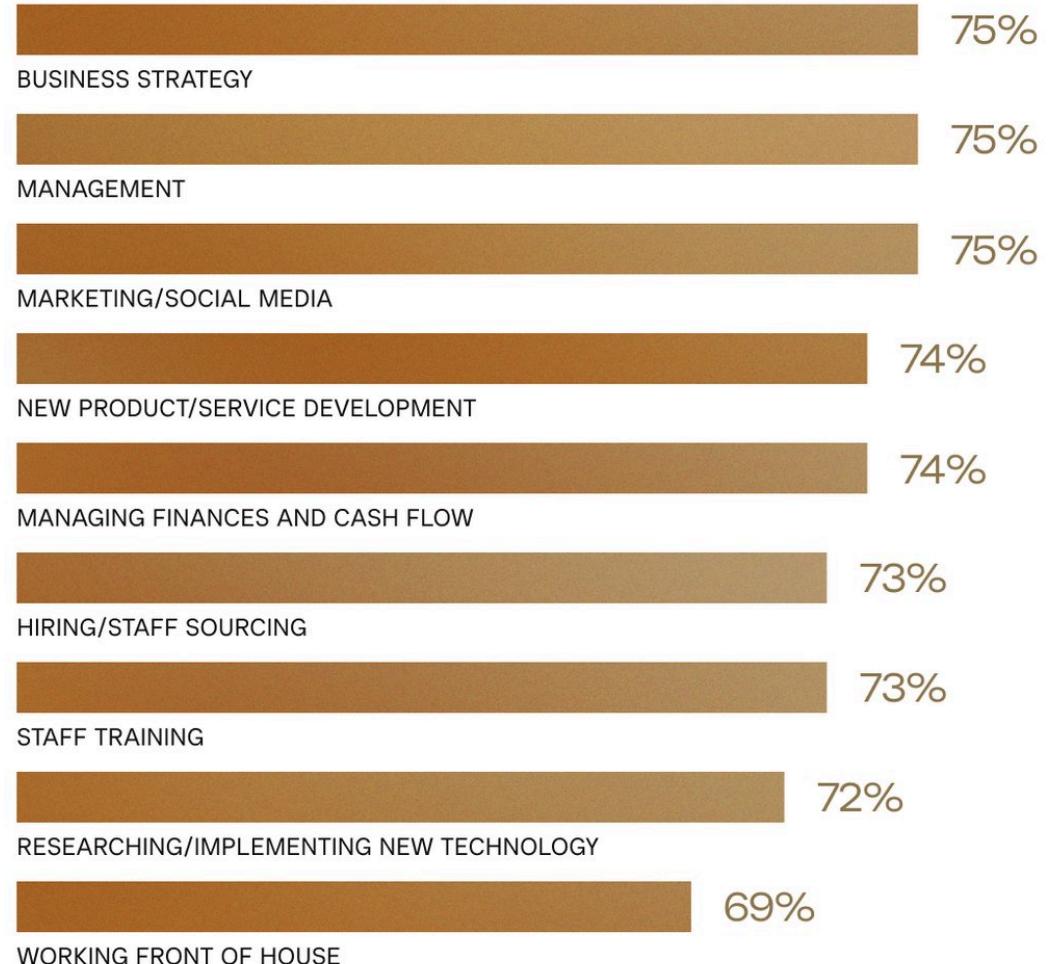
Those burritos won't make themselves, and those tables won't get bussed without a little hustle. Still, there are several areas where restaurant leaders can save time by adding technology, which the majority (72%) told us they're already looking into. With the pressure of the pandemic mostly in the past and the recent economic downturn now looking like a temporary problem, restaurant leaders have the rare opportunity in 2025 to think about the big-picture future of their businesses. This includes how intuitive ordering technology (like kiosks), all-in-one back-end systems, and AI-powered staff scheduling could save their operations time and smooth out a chaotic kitchen environment on even the best days.

## Pro tip:

Looking for a place to start testing? Try looking at your staff experience. Tools like [Square Payroll](#) help retail leaders track hours and accurately pay employees, reducing a significant friction point so everyone can focus more on productivity and customer service.

## RESTAURANT

Activities where restaurant owners said they are spending significantly more or somewhat more time compared to a year ago:



Vernon Lindholm and Andy Dispun quickly became fans of unique, high-quality coffee roasts when the third-wave coffee movement caught traction. They sent each other bean shipments between Los Angeles and San Francisco, where they both worked corporate jobs. In 2018, the pen pals turned their hobby into a business, launching [Offset Coffee](#), which has since become a pillar in the South Bay region of Los Angeles.

Each month, they churn out tens of thousands of items, such as vanilla lattes and their very popular Dirty Horchata, an espresso beverage inspired by their coffee operations manager's family recipe. Offset Coffee also roasts wholesale, provides catering, and participates in pop-ups around Los Angeles. Having tools that speak to each other helps them avoid mistakes and get staff what they need across all areas of the business.

“

With Square Payroll, the team can make timecard adjustments if they forgot to clock in or clock out. All payroll is run seamlessly through that. And on the back end, we don't have any issues with our team getting paid ... The majority of our team, I'd say, are under 25 years of age. For some, it's their first job, they're 18, and some of them don't have bank accounts, but they have Cash App. So they could get paid through Cash App and not have any issues there.”

— Vernon Lindholm, co-founder of [Offset Coffee](#), Los Angeles, California, USA

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CHAPTER TWO:

# Restaurants Are Finding Ways to Meet Evolving Customer Expectations



# 63%

of consumers said they've cut spending on restaurant purchases, including in-person, takeout, or delivery, in the past 12 months.

# 98%

of restaurant leaders said they've added or expanded their discount or value offers in at least one way to respond to current economic challenges.



# As restaurants meet diner expectations, owners are exploring new levers to pull

**Over the last year, higher operational costs have put a lot of pressure on restaurant owners to turn a profit, pay staff, and retain customers who've said they've cut back on spending.**

Restaurant leaders have turned to value and limited-time deals to keep foot traffic coming through the door. In fact, at least one-third of all restaurant leaders we asked said they instituted eight different types of programs for diners, from loyalty program discounts (43%) to value items and combo deals (38%) to coupon codes (33%).

Many of these discounts have proven popular, but they've created new diner expectations. While diners told us they were generally satisfied with their experience in different restaurant formats (from 82% satisfaction with

dine-in experiences to 72% satisfaction with delivery), nearly half of those consumers now expect restaurants to keep or add to their current value offerings over the next year.

But what diners expect and what they're offered might not match up in 2025. That's because 71% of restaurant leaders told us they plan to increase their prices over the next 12 months, likely because they can't afford to handle the increased burden of food and wage costs.

While this conflict won't necessarily lead to more people eating at home, it will likely force restaurant operators to become amateur mathematicians (even more than they already are) to make sure they're protecting their margins while offering customers a taste of the discounts they crave.

## Key takeaway:

If your eyes are glazed over thinking about going through your spreadsheets for the 500th time, take a deep breath and know that help is out there.

Start with your point-of-sale system provider and see if their analysis tools can give you feedback on cost leaks and optimal pricing strategies based on your business's data. Then, make some educated guesses and start testing. For instance, you may find diners won't blink at a higher price on a top-selling menu item — something you know they already love — compared to raising prices on every entrée.

## Pro tip:

When you use [Square for Restaurants](#) and the [Square Dashboard app](#), you can easily access your business data through real-time reports, compare business by time period, see sales by location, and more. This can help you make informed business decisions that boost your bottom line.

## How financially optimistic are businesses and consumers?

**71%**

of restaurant leaders said they plan to increase their prices in the next 12 months

**63%**

of consumers said they've cut spending on restaurant purchases (in person, takeout or delivery) in the past 12 months

Tucked away in a pocket of St. Louis called The Hill — known as the city's Little Italy — is the original location of [Gioia's Deli](#). Co-owners and high school sweethearts Alex and Amanda Donley inherited the century-old, family-run business from Alex's parents in 2014, making the couple the newest generation to own one of the city's oldest restaurants. In keeping with tradition, the Donleys made it a point to keep certain hallmarks the same, like its James Beard award-winning hot salami sandwich recipe.

Together, they boosted their catering business by 500% using Square restaurant technology. To hit that business milestone, paying attention to their sales data via Square reporting features was essential. It's something they continue to do to maintain a thriving business.

“

**Now, instead of having a meeting about our gross sales, we're getting more granular with these reports. We know that last February we sold this amount of hot salami, and this February we sold this amount. What's the difference? What did we do wrong? Or what did we do right? It makes us a more efficient business, which ultimately makes the customer experience better.”**

—Alex Donley, co-owner of [Gioia's Deli](#), St. Louis, Missouri, USA

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# Restaurant leaders and consumers don't agree on fees

**Deep down, diners know restaurants' prices — like so many things in life — will tick up.**

But the choice to charge a range of additional fees at the bottom of the check may be the largest disconnect restaurants have with diners today.

More than half of consumers surveyed told us they found fees for credit or debit card usage (59%), kitchen appreciation fees or living wage surcharges (53%), and minimum tip settings when paying (52%) unacceptable on some level. And, more than one-third of restaurant leaders told us they're charging each of these fees.

This highlights how communication behind pricing strategy has become so important for restaurants. While the recent economic pressures create pricing challenges, the explanation of fees has the potential to turn off diners. While some states have already passed laws about how fees must be communicated, restaurants still need to think carefully about how they will be perceived by their core diners. And they should be ready to pivot quickly.

## Key takeaway:

If you have to charge fees (after all, many are mandatory) as opposed to adding your extra costs to your menu prices, giving a clear explanation of why you're doing it could improve how people feel about your business.

Consider explaining why these charges are necessary on your website and printed menus to help customers understand what they're paying for. Of course, not everyone will like it, but you may get more credit for transparency than you think.

CHAPTER THREE:

# Can Technology Embolden Hospitality? Restaurants Are About to Find Out.



# 85%

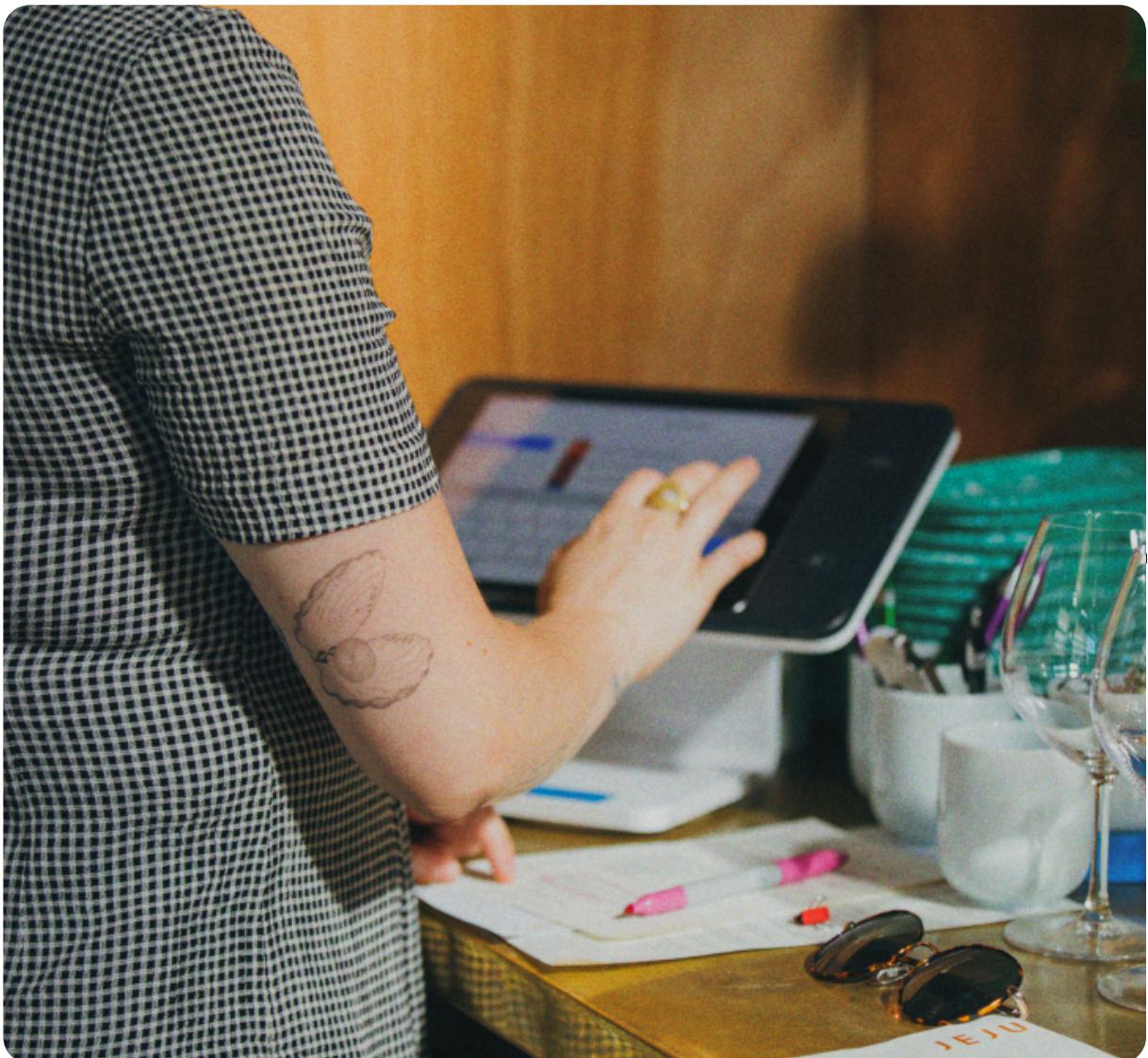
of restaurant leaders said they want to invest in technology to help improve their business over the next 12 months.

# >75%

More than 75% of restaurant leaders believe AI or automation will improve tasks like marketing, inventory management, payments, and more.

# 74%

of consumers said they want to see automation in at least one area when a restaurant isn't fully staffed to fill critical gaps.



# Technology is saving restaurants time, and they want more

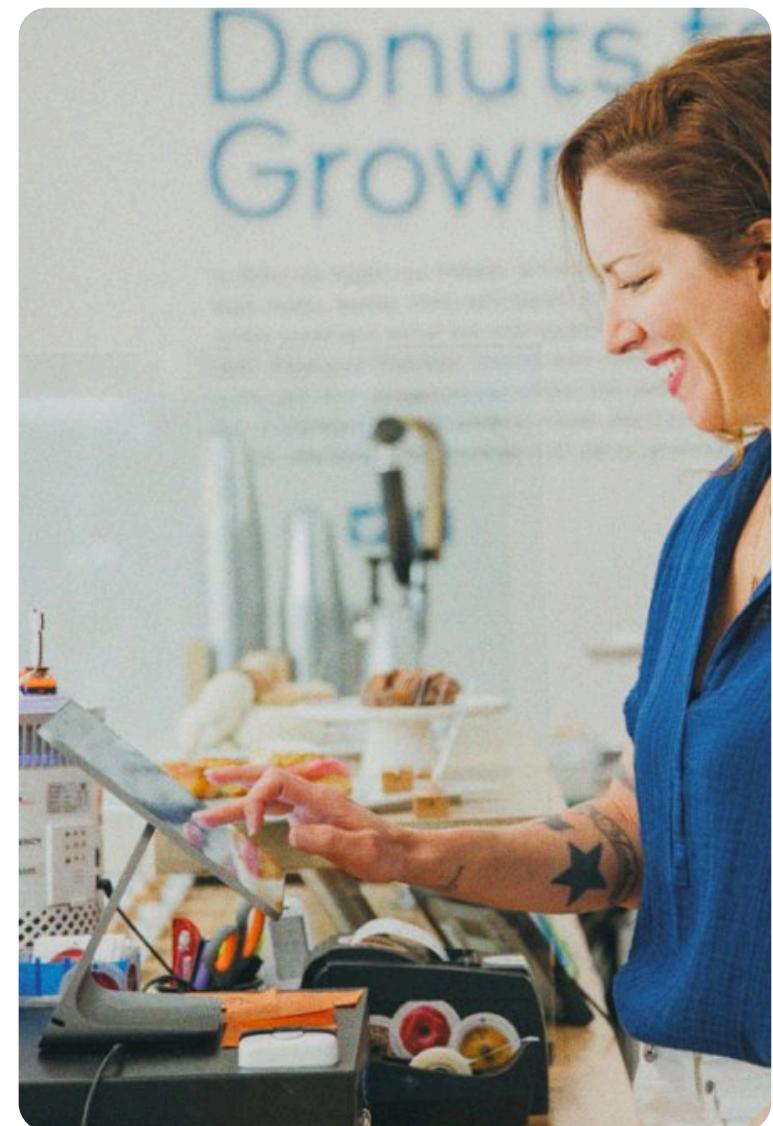
While [AI and automation technology](#) are still relatively new to the restaurant industry, the majority of business owners we surveyed are all in.

Restaurant leaders told us they already see the benefits of the [automation technology they've put into play](#), particularly with back-of-house tasks.

Roughly one-third of restaurant leaders say automation saves time during the ordering process via self-service kiosks, mobile apps, and kitchen display systems (KDS). And they think things are about to get better. Two-thirds of restaurant leaders believe AI or automation will improve each of the 15 areas we asked about, the most popular of which are marketing and promotions (77%),

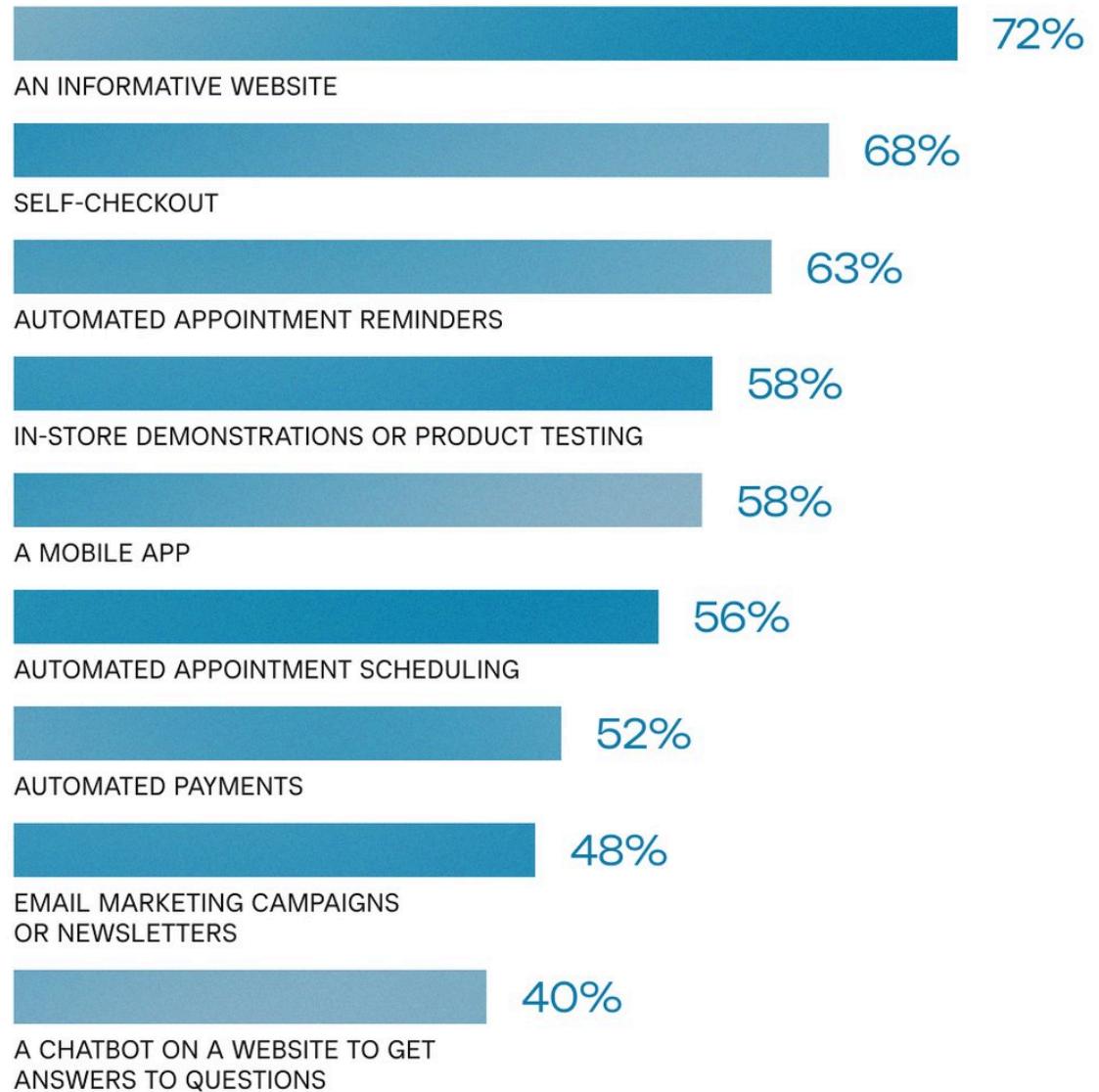
inventory management (77%), payments (76%), menu optimization (76%), and staff management (75%).

That said, don't expect to see armies of robot waiters in 2025. While 74% of consumers we asked agreed they'd want to see automation in at least one area to fill critical gaps when a restaurant isn't fully staffed, that leaves more than a quarter of potential diners who don't want restaurants to use automation at all. This hesitance is understandable; having a server who understands the menu inside out and receiving a food recommendation you wouldn't have considered are invaluable personal touches restaurant staff provide.



## TECHNOLOGY

Consumers at a restaurant, retailer, beauty salon or spa preferred using or engaging with the following technology:



If restaurant leaders stay hyperaware of the balance between automation and customer experience, they may be able to usher in a new form of dining hospitality — one with technology that works to uplift your front- and back-of-house teams. For example, no customer would object to a scenario in which technology — like your point-of-sale system and KDS — work together to route orders while your team spends more time talking to customers and customizing their orders for quick delivery.

That scenario satisfies everyone, as your staff becomes more efficient while delivering what customers want most (and consumers ranked knowledgeable staff as the element they prefer engaging with at a restaurant, over all forms of technology).



### Key takeaway:

Savvy restaurant leaders will try out new technology in the coming year while simultaneously emphasizing improvements to the face-to-face human elements of their businesses. After all, diners won't stop by only to glance at your new mobile point-of-sale devices. But they will be impressed when your friendly staff uses a mobile POS to take their orders and get them to the table five minutes faster than usual, all while ensuring the pasta in their cacio e pepe is subbed out to the gluten-free kind as requested.

### Pro tip:

Start by investing in back-of-house automation that customers don't interact with, like [automated payroll](#) or [automated timecards](#) and tip pooling. If you introduce front-of-house automation, be sure you have the staff to support the tech. This could mean having a staff member on hand to answer menu questions while guests order independently at a [self-service kiosk](#).

CHAPTER FOUR:

# Loyalty Programs Are Powering Growth



# 83%

of restaurant leaders with a loyalty program said it's successful in driving increased order size.

# 69%

of consumers found personalized loyalty programs valuable.

# 44%

of restaurant leaders said they need to improve customer relationships through faster and easier communication channels.



# Loyalty programs fuel order size, repeat visits, and ROI — and there's room for more.

**Loyalty programs are a potent way to turn walk-ins into regulars and unlock even more revenue potential.**

A whopping 83% of restaurant leaders said their loyalty program is successful in driving up order size and repeat visits at their restaurants, creating return on investment. The vast majority of restaurant leaders (71%) planned to increase their investments in loyalty or rewards programs over the next 12 months, which means we'll likely see the popularity and value of these programs rise. That said, investment in a loyalty program should be driven by what will actually keep your customers loyal.

When given the ability to choose multiple options, consumers told us they care most about exclusive discounts, earning rewards, and personalization.

Personalization is central to consumer experiences, and that stands true for loyalty programs. Think about aligning rewards against customers' past purchases. Say a customer orders the same menu item each week. Receiving a discount on that menu item may feel more meaningful to them compared to something else.

## Key takeaway:

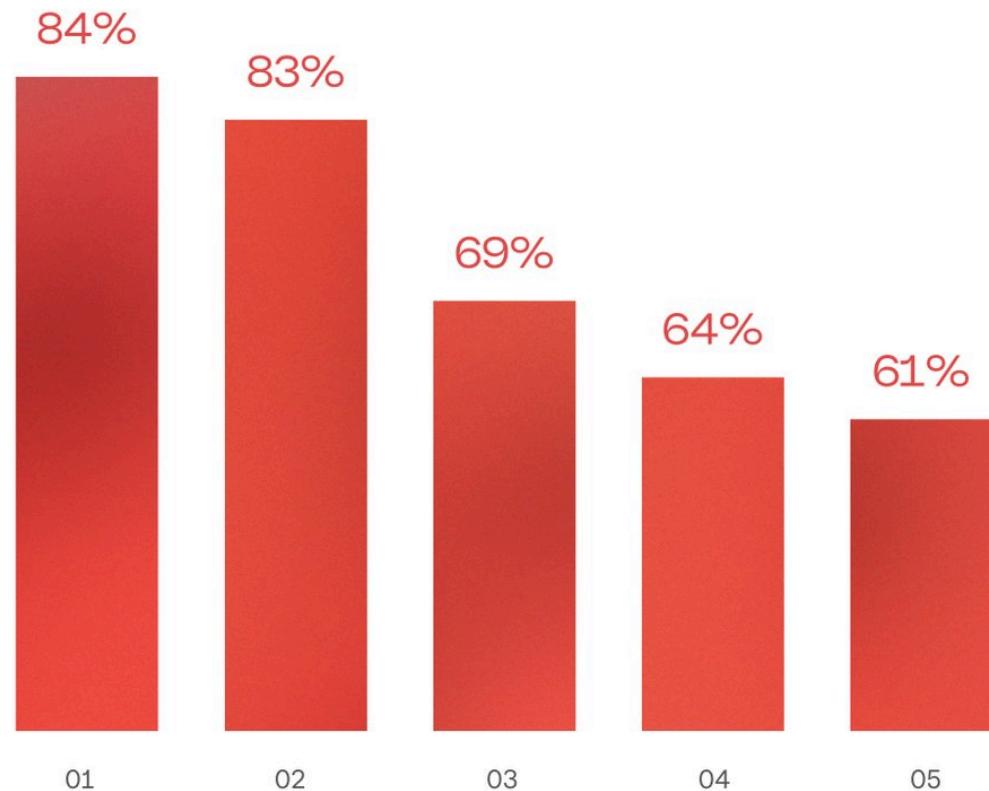
To design or revamp a [loyalty program that truly resonates](#) with customers, look at your sales data and consider how you could bring the areas of your business customers care about most to the forefront. Whether that's members-only pricing, limited-time menu offers, or a tiered reward system, designing a loyalty program that makes an impact with customers can drive new revenue and boost business.

## Pro tip:

Setting up a loyalty program doesn't have to be hard. In fact, your POS provider may already have the capabilities embedded and ready for you to flip the switch. With [Square Loyalty](#), users can customize whether customers earn points by visits, by amount spent, or by categories purchased. And with instant access to data, including top loyalty customers and loyalty-attributed sales, users can fine-tune promotions.

## LOYALTY PROGRAMS

Consumers said the most valuable aspects of loyalty programs are:



- 
- 01 EXCLUSIVE DISCOUNTS
  - 02 ABILITY TO EARN REWARDS
  - 03 PERSONALIZATION

- 04 ALERTS AND NOTIFICATIONS
- 05 EXCLUSIVE EVENTS

[TokyoTaco](#) is located in Sydney's Newtown suburb, an area where residents are eager to try new experiences. It has cultivated a strong customer base with its unique take on fast-casual Mexican and Japanese cuisine. "We've been very lucky to create a very strong local following," Co-Founder Jordan Hajek said.

Unlike some startup restaurants, Hajek and fellow Co-Founder Andrew Collis said they've relied on organic growth without a substantial marketing budget. [With Square Loyalty](#), TokyoTaco entices local workers and diners to become repeat customers by encouraging them to accumulate points that can be used for discounts or free items. This strategy not only fosters customer loyalty but also contributes to overall business growth. As a testament to its success, Hajek said TokyoTaco ranks in the top 20% of Uber Eats food delivery sales in Australia and New Zealand.

It's not just excellent food that brings Australian diners back to this restaurant. It's the business's investment in delivering an experience their community craves.

“

**Our brand has always been heavily reliant on word of mouth and positive experiences. You really need to concentrate on building that local customer base and honing down and understanding who they are, what they want, where they come from, and how we get to meet those people and build connections with them.”**

– Jordan Hajek, co-founder of [TokyoTaco](#), Sydney, Australia

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# Yes, customers want emails and texts from restaurants

**While loyalty programs are widely effective in driving [ROI](#), the largest hurdle may be telling the world about them.**

That leads us to what restaurant leaders see as their top priority over the next year: finding faster and easier ways to communicate with customers to improve relationships.

When asked to select all the ways they encourage people to return to their businesses, 48% of restaurant leaders cited social media, while 44% used a loyalty or rewards program, 35% sent marketing emails, and 27% used automated reminder messages. While that may seem like a good mix of tactics, consumer data showed restaurants may be missing a huge opportunity to boost

foot traffic by doubling down further on a 54-year-old technology: email.

Email communication was easily the number one way consumers told us they wanted to be reached by businesses in this year's survey, with text messaging as the clear number-two tactic year over year. While no one should read this and think it's time to shut down their restaurant's Instagram account — we crave those food pics! — the data shows one-to-one messaging between customers and restaurants is likely the most effective way to share news of new dishes, big events, and limited-time offers.



How consumers prefer that businesses communicate with them:

| Communication Method         | 2024 | 2023 |
|------------------------------|------|------|
| Email                        | 63%  | 63%  |
| Text messages                | 44%  | 32%  |
| Facebook                     | 22%  | 36%  |
| Social media direct messages | 16%  | 23%  |
| Instagram                    | 15%  | 20%  |
| Chat on website              | 13%  | 14%  |
| TikTok                       | 10%  | 14%  |
| Other social media channels  | 4%   | 1%   |
| Some other way               | 3%   | 3%   |

**Key takeaway:**

The data shows consumers really don't see emails or texts as an intrusion if they already gave you permission to reach out by opting into a loyalty program or by checking a box when placing an order. Consider ramping up direct [email and text marketing programs](#) while staying active on social media channels for more general awareness and marketing efforts.

CHAPTER FIVE:

# Ordering Continues to Go Through Massive Shifts, Thanks to New Technology



# 78% and 77%

Percentage of restaurants who said online checkout and in-app pay drive the most orders, respectively

# 64%

Percentage of customers who acknowledged the convenience of kiosks



# Customer-driven payment methods are on the rise

## The past five years have brought rapid change to the restaurant experience.

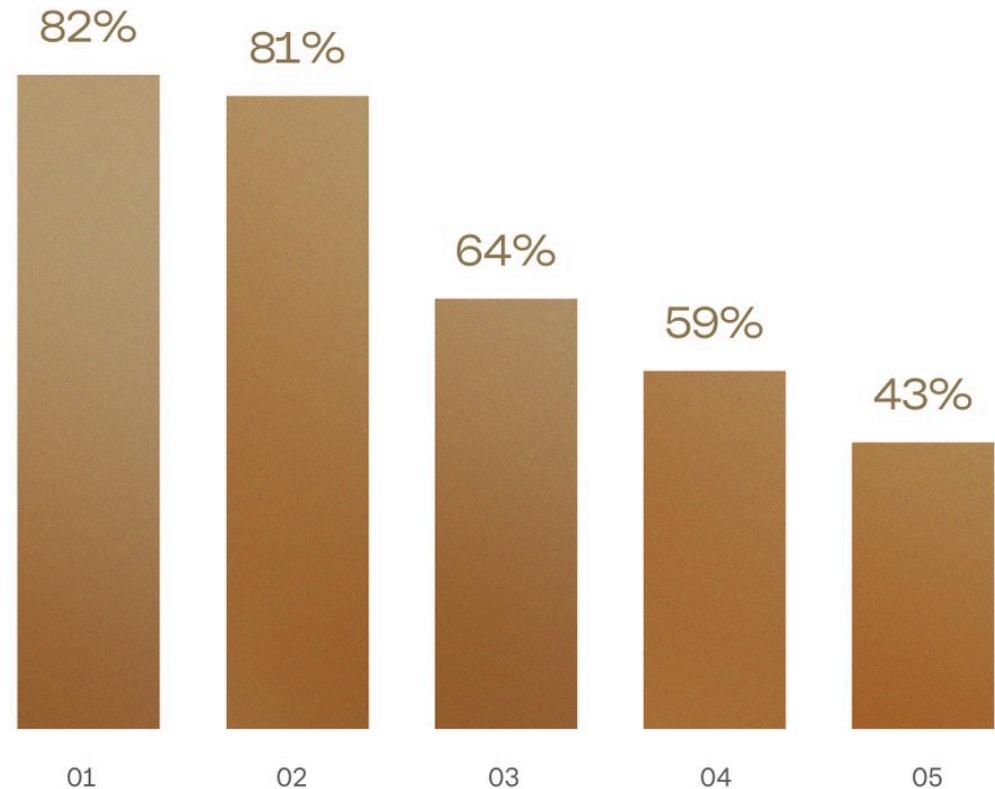
The pandemic propelled a shift in ordering as technology that enabled social distancing became more prevalent. While social distancing is no longer the norm, that technology has remained. Restaurant leaders told us online ordering via websites and apps drives the most orders at their businesses. Still, while diners use these technologies, they find more traditional experiences to order and pay, such as at a register or with a server, to be most convenient. It makes sense. Ease and simplicity in getting a complicated food order just right is critical. That feeling is important, as 59% of customers told us they probably won't go back to restaurants that don't offer convenient ordering and payment methods.

That context may explain why self-serve kiosks appeal to customers. And this is where you want to pay attention. When we surveyed customers about kiosks in 2023, only 15% said it was their preferred payment method. Today 64% of surveyed customers acknowledged their convenience. Of course, not all consumers feel the same about ordering apps and kiosks. Younger diners find the technologies more convenient, so it's critical to look at who your regulars are, at your community, and at the diners you want to attract when adding new ordering technologies.

| Method                                      | 18 to 43 years old       | 44 years and older       |
|---|--------------------------|--------------------------|
| In-app ordering and payment                 | 78% find this convenient | 47% find this convenient |
| Using a self-service kiosk to order and pay | 82% find this convenient | 54% find this convenient |
| Ordering and paying via QR code             | 62% find this convenient | 33% find this convenient |

## PAYMENT METHODS

Percentage of consumers worldwide who found the following payment methods at a restaurant (including in-person, pickup, or delivery) very or somewhat convenient:



01 TRADITIONAL REGISTER SERVICE

02 PAYING A SERVER DIRECTLY

03 SELF-SERVICE KIOSKS

04 IN-APP PAY

05 QR CODES

### **Key takeaway:**

The way we order and pay for everything is changing — and pretty quickly. If you think a newer technology, such as a self-service kiosk, could change the way your restaurant operates for the better — and that your core diners will embrace it or at least give it a try — this is the year to run a test.

### **Pro tip:**

Don't know where to start on [newer ordering technology](#)? Your POS provider likely has ideas that match the profile of your restaurant. Start a conversation and see whether they have examples that mirror the changes and growth you want to create in the next year.



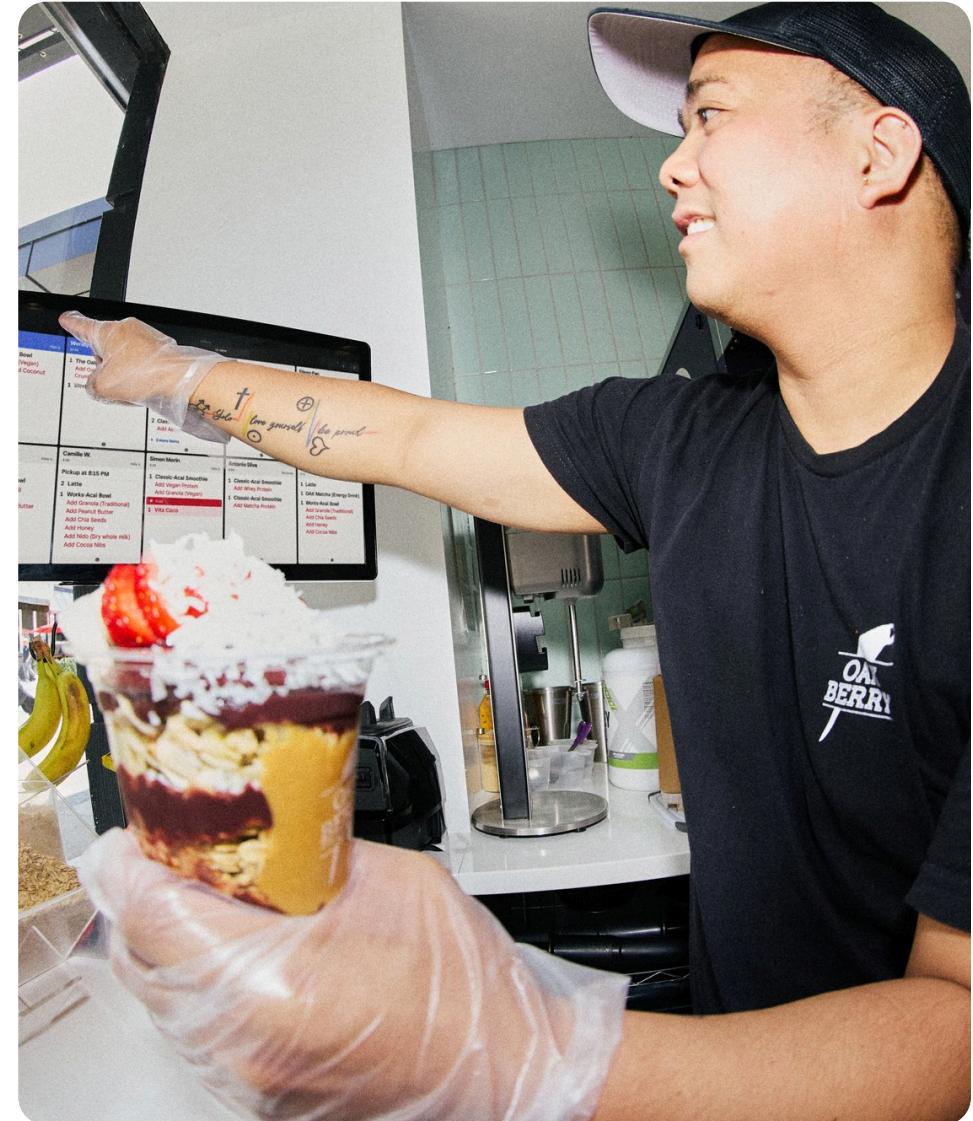
[Oakberry Açaí](#) signed up as early adopters after Square Kiosk launched in Canada. The chain operates more than 700 locations across the globe, serving a mix of bowls and smoothies to hundreds of customers daily. By adding a self-service kiosk to its technology stack, Oakberry Açaí can share its menu with customers more easily, keep lines moving faster, and increase sales.



**One of the most appealing features of Oakberry Açaí is the ability to add and customize layers of flavors and toppings, from chia pudding and granola to protein powder and peanut butter crumbs. Ordering through Square Kiosk means customers can build their açaí bowl exactly to their own tastes.**

**We've also seen shorter lines, less waste, and an increase in the average order, because it's so fast and easy for customers to add on extra items, like a coconut water or an Oakbar."**

– Maverick Bides, general manager at Oakberry Açaí, Vancouver, Canada



# The tide is turning on QR codes

**The world is familiar with [QR codes](#). But in 2025 consumer and restaurant leader opinions on them have drifted apart.**

Just 43% of consumers think QR codes are convenient, while 44% of consumers find QR codes to be somewhat inconvenient. On the flip side, 74% of restaurant leaders told Square that QR codes are convenient for their businesses. QR codes are inexpensive, save on menu printing costs, and still drive a lot of business for many restaurants. Sixty-seven percent of restaurant leaders said that orders come in via QR codes, which is more than self-service kiosks.

Order volume matters, of course. But so do customer preferences. As restaurant leaders increase their investment in payments technology, it's critical to keep customer preferences top of mind. Moving toward payment options that will grow your business and your customer base will be the wisest investment in 2025. And restaurant leaders seem to already understand that. In the year ahead, 70% of restaurant leaders said they plan to increase investment in a mobile app, while 68% said they plan to increase the number of payment integrations they offer.



## Key takeaway:

Pay attention to the payment methods that drive the most orders at your business, and keep consumer and staff preferences in mind. Sticking with your tried-and-true payment options, but adding a newer automated payment system (like a self-service kiosk) could not only free up staff time spent taking orders. It can increase customer satisfaction at your business.

CHAPTER SIX:

# The Big Opportunity: Consumers, Restaurants See Room for New Lines of Business

# 76%

of restaurant leaders said they believe retail or service offerings beyond made-to-order food are important to their growth plans.

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# 51%

of consumers have purchased a retail item or service from a local restaurant in the past year, continuing an ongoing trend.

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# 24%

of consumers have bought four or more retail items or services from local restaurants over the past 12 months.



# Restaurants see multiple revenue streams as a path to growth

The majority of restaurant leaders (76%) told us that noncore offerings, like memberships and merchandise, are essential to business growth.

In fact, 28% said they've added a membership or a club in the past year. As restaurants make more sales within these new categories, many see the [multiple revenue stream model](#) as a chance to change the very definition of what makes a successful operation.

It's clear consumers are embracing the expanded offerings too. Not only did 64% of consumers tell us they're interested in purchasing items outside of the restaurant's menu, but 51% say they made at least one of these purchases in the past year.

Which extras are consumers most interested in picking up? Prepackaged food or beverages, catering services, kitchen supplies (e.g., cookware), branded clothing, in-person classes, and subscription boxes top the list. But it doesn't end there. Consumers also expressed interest in other offerings, such as books, memberships, and home decor, giving restaurant leaders the opportunity to tap into what makes their businesses unique for returning customers.

## Key takeaway:

To boost your offerings and add noncore products without straining your bottom line, think about [testing new concepts](#) in small batches and rely on your business reporting data to make long-term decisions. For food products, packaging up your biggest sellers could be an easy win. Beyond that, poll your best customers to see what they're interested in, whether it's something like a quarterly exclusive dinner, a meal kit subscription, or even kitchen décor, and to see what they've bought from other restaurants and related shops in your area.

## Pro tip:

The [Square for Restaurants](#) ecosystem supports businesses with diverse revenue streams. For example, Australian restaurant [Fricken Fried Chicken](#) deepened its bond with customers by launching themed event nights and take-home sauce packs.

CHAPTER SEVEN:

# Restaurant Owners Are Optimistic About Growth Despite Industry Challenges



# 78%

of restaurant leaders said they're more optimistic about the future of their business today compared to 12 months ago.

# 74%

of restaurant leaders said they plan to increase the number of retail items, menu items, or services in the next 12 months.

# 34%

of restaurant leaders said they plan to expand their number of locations in the next 12 months.



# Leaders are confident and eyeing expansion in pivotal areas

We've talked a lot about how restaurant leaders can clear the many hurdles in front of them in 2025.

But despite the economic pressure everyone in the industry feels, there may be good news on the horizon. Seventy-eight percent of restaurant leaders told us they feel more optimistic about the future of their business today compared to 12 months ago. One could point to factors like slowing inflation, better foot traffic, and improving financing options as reasons for some cautious confidence. And those leaders aren't just focused on keeping the lights on; they're inspired to grow and expand in various ways.

Well over half of surveyed restaurant leaders told us they anticipate boosting their operations in different categories over the

next 12 months. This includes the number of items and services they offer (74%), employee headcount (69%), and investment in an online store (68%).

For many restaurant leaders, the next year is all about growth. Forty-eight percent plan to grow their menus with new or seasonal items; 42% are adding new ordering options; and 36% are expanding to new brick-and-mortar food and beverage concepts.

In the most striking hint that restaurant leaders feel confident about the future, 34% said they plan to expand to new physical locations, continuing an ongoing trend and demonstrating the resilience of an industry that has endured a tough five years.

## Key takeaway:

It's heartening to see restaurant leaders considering big long-term investments, such as opening a new location or investing in an online store presence. If you haven't yet, now is a good time to think about how to position your restaurant's next big step so [you're set up for success](#) when the economy swings back in consumers' favor.

## Pro tip:

To grow effectively this year and into the future, restaurants need the right resources. That starts with the capital needed to kick off new ideas and [flexible, easy technology](#) to keep things running smoothly. [Square Banking](#)<sup>1</sup> tools, such as savings, checking, and loans, allow restaurant owners to manage their finances easily all in one place.

Co-Founders Noah Holton-Raphael, Max Bahramipour, and Jack Biebel launched the Los Angeles-based delicatessen [Ggiata](#) as an homage to their New Jersey roots. They say it's a nostalgic representation of growing up with their favorite foods. Even the company name is a play on the Italian word passeggiata, which describes a leisurely evening stroll that families often take to catch up with neighbors.

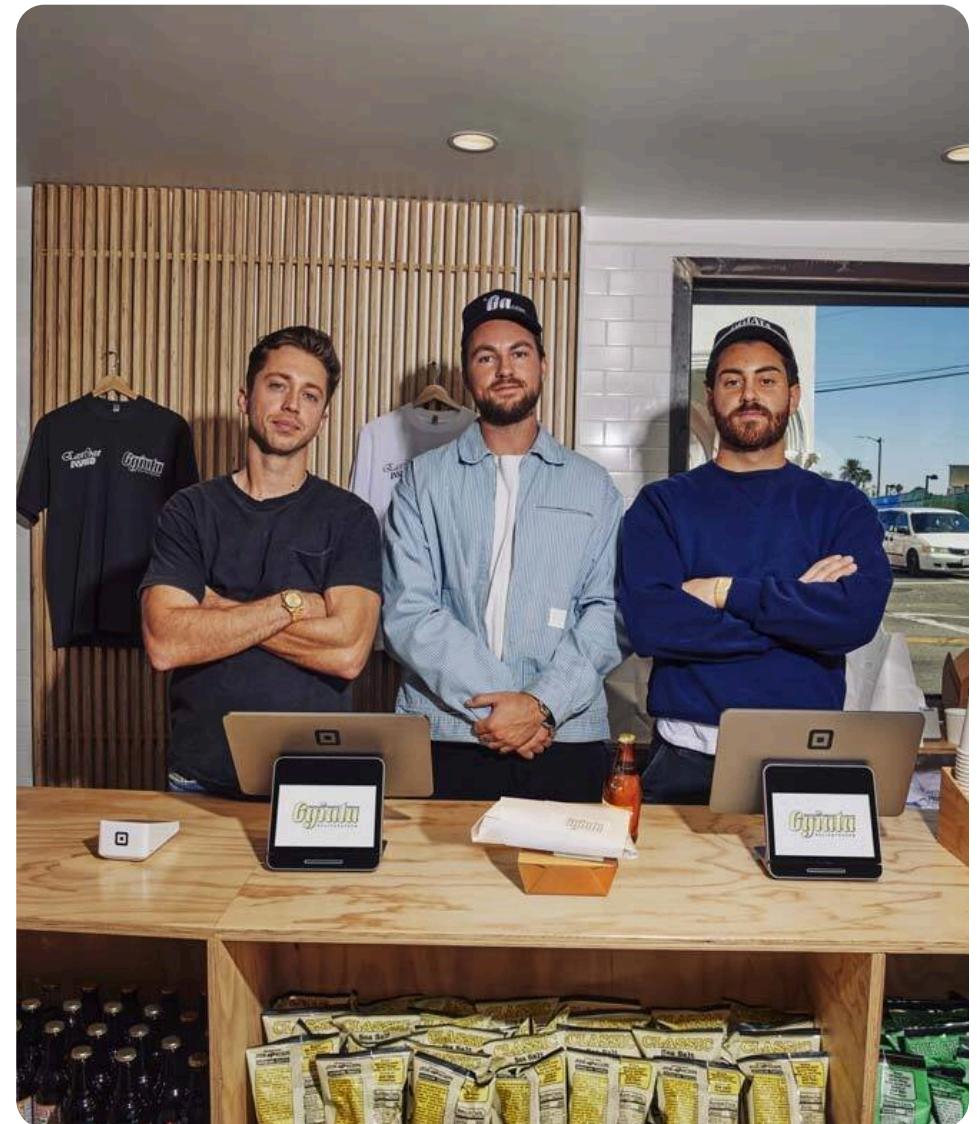
Shortly after moving to Los Angeles as new college graduates, the trio first opened the business as a cloud kitchen in June 2020. Since then they've scaled to five locations, opening up their most recent storefront in Studio City in November 2024.

“

We started using Square as soon as we opened our first brick-and-mortar restaurant. A customer comes in, takes their order at the Square POS terminal. It'll shoot the order back to our Square Kitchen Display System when the order is ready, and it will text the customer using the Square Text Messaging feature. So really, Square is keeping the lights on.”

– Noah Holton-Raphael, co-founder of [Ggiata](#), Los Angeles, California

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# Methodology and Disclosures

# Methodology

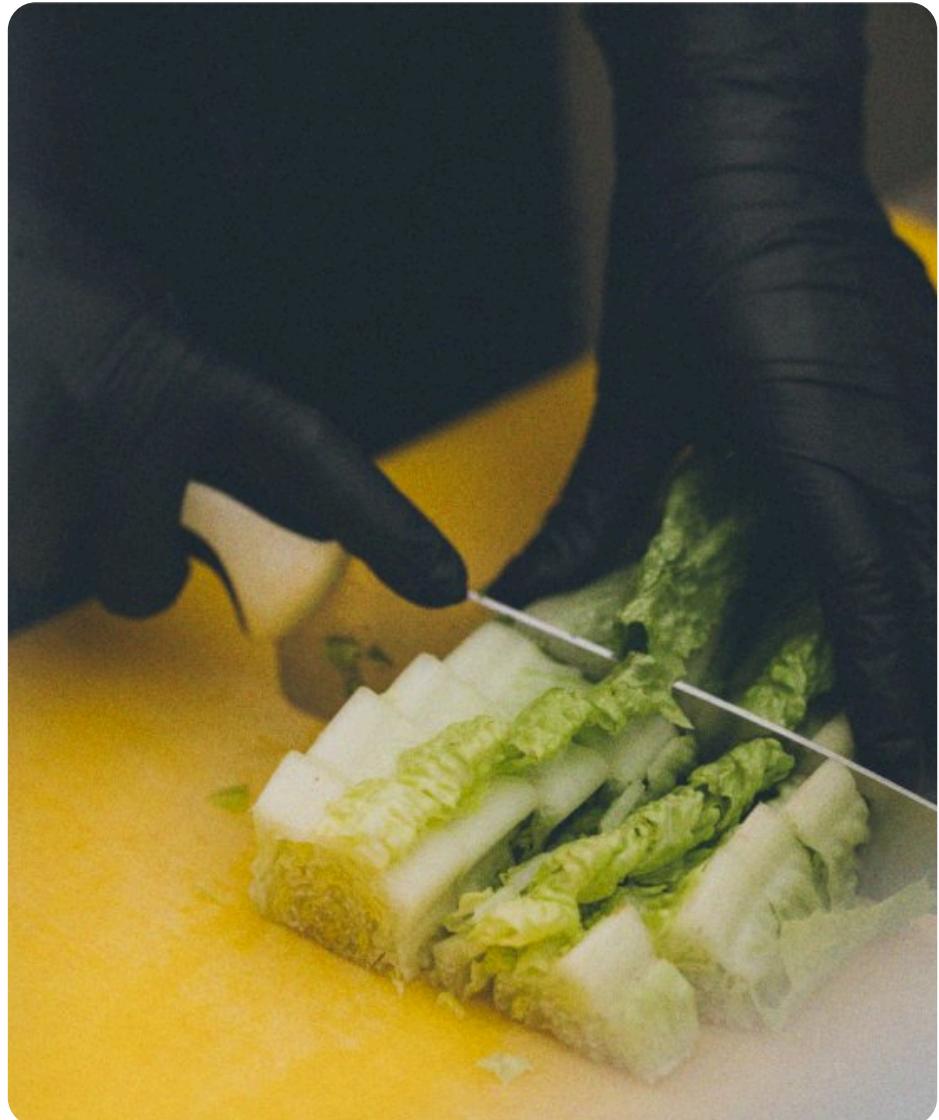
The Square Future of Commerce survey was conducted by [Bredin](#). The survey included both business owners and consumers.

We surveyed 6,000 owners and managers of businesses in three industries: beauty, retail, and restaurant. The businesses were located in the U.S., Canada, the UK, and Australia, with 500 respondents per industry per country. The business owner survey was conducted online and fielded via a third-party panel provider between September 18 and October 8, 2024.

We also surveyed 4,000 consumers: 1,000 each in the U.S., Canada, the UK, and Australia. The consumer survey was conducted online and fielded via a third-party panel provider between September 20 and October 4, 2024.

All respondents had to be 18 years old or older, and companies had to have at least one employee and revenue above \$20,000 or the equivalent in their local currencies.

<sup>1</sup>Block, Inc. is a financial services platform and not an FDIC-insured bank. FDIC deposit insurance coverage only protects against the failure of an FDIC-insured deposit institution. If you have a Square Checking account, up to \$250,000 of your balance may be covered by FDIC insurance on a pass-through basis through Sutton Bank, Member FDIC, subject to aggregation of the account holder's funds held at Sutton Bank and if certain conditions have been met.



Thank you for reading

# Future of Restaurants 2025

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