Take Back the Lunch BreakSM
National Restaurant Show Education Session

May 18, 2019
Today’s Speakers

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Director of Foodservice Marketing, Essity

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Agenda

▪ **Take Back the Lunch Break Overview**
  – Key Survey Findings
  – Marketing Materials for Restaurants
  – Driving Customers Through Your Doors

▪ **Partner Activations**
  – honeygrow: Celebrating Take Back the Lunch Break
  – Dining with Skyler: The Power of #takebacklunch

▪ **Taking Back the Lunch Break in 2019**
  – Loss of Lunch Breaks Weighs Heavily on Millennials
  – Social Media Best Practices
  – Take Back the Lunch Break – June 21
  – Make the Lunch Break Your Own

▪ **Key Takeaways for Restaurant Owners**

▪ **Q&A**
Take Back the Lunch Break
## Topline Survey Findings

- **The majority of North American workers (58%)** would like to take longer and/or more regular lunch breaks.

- **88% of North American workers** say that when considering a new job, it is important that they have the ability to take a lunch break.

- **Employees who take a regular lunch break** are 7% more likely to report feeling as effective and efficient as they would like to be.

- **88% of North American bosses** think their employees would say they are encouraged to take a regular lunch break, but only 62% of employees actually feel encouraged – a 26% difference.

- **19% of North American workers worry** that their boss won’t think they are a hard worker if they take regular lunch breaks and 13% worry their coworkers would judge them negatively.

- **22% of North American bosses** think that employees who take a regular lunch break are less hardworking.

#takebacklunch
National Take Back the Lunch Break Day

Taking a lunch break is good for business.

National Take Back the Lunch Break Day
www.NationalDayCalendar.com

Third Friday in June #TakeBackLunch

#takebacklunch
Word Spread Like Wildfire

64 Consumer Features
146MM+ Impressions

264.5 MILLION
IMPRESSIONS*
81 Features

17 Trade Features
1.1MM+ Impressions

- USA TODAY
  Lunch breaks: Doing this might make you more engaged, productive at work

- The Motley Fool
- Nasdaq

- Forbes
  New Study Shows Correlation Between Employee Engagement And The Long-Lost Lunch Break

- Entrepreneur
- SFgate
  Skipping Your Lunch Breaks? Even Your Boss Wants You to Go out for a Bite, a New Study Says.

- FierceCEO
  Lunch breaks? Forget about it: 22% of bosses believe lunch takers are lazy, survey finds

- iHeartRadio
  Ashamed of Taking Your Lunch Break? Study Says Boss May Be Judging You

*Includes press release impressions

#takebacklunch
Helping You Spread the Word

Take Back the Lunch Break
Increase traffic to your restaurant

Why your guests neglect lunch breaks

Nearly 20% of North American workers worry their homes aren't healthy if they don't take a lunch break. 17% worry their coworkers will judge them.

22% of North American bosses think that employees who take a regular lunch break are less hardworking.

34% of North American bosses consider how often an employee takes a lunch break when evaluating their job performance.

38% of employees don't feel encouraged to take a lunch break.

Why your guests should #takebacklunch

Nearly 90% of North American workers say taking a lunch break helps them feel less stressed and ready to get back to work.

Employees who take a lunch break every day are more likely to be satisfied with their current job and feel valued by their employer.

81% of workers who take a lunch break every day have a strong desire to be an active member in their company.

Employees who take a lunch break every day are more likely to be satisfied with their current job and feel valued by their employer.

Take Your Lunch Break. Conquer The Day.*

In a survey by Tork, nearly 100% of workers said taking a lunch break helps them feel recharged and ready to get back to work.

#takebacklunch

Congratulations on not eating at your desk today. Your body and your brain thank you.*

“More than half of workers want to take longer, more regular lunch breaks, making employees happier and more efficient, according to research from Tork.”

#takebacklunch

Lunch breaks take your work from an A- to an A+.*

“Research conducted by Tork shows that those who take regular lunch breaks report being more effective at work than those who don’t.”

#takebacklunch
Hometown Activation

TAKE BACK THE LUNCH BREAK DAY

in Philadelphia, and urge all citizens to take advantage of this day to enjoy their lunchtime and share it with friends and colleagues, as well as thank Essity for its commitment to the welfare of our residents and organizing this day with the intention of boosting employee engagement, satisfaction, and morale.

James F. Kenney
Mayor

here’s how to score FREE LUNCH:

1. post to social media telling us why it’s important to take a lunch break in the middle of the work day + tag #takebacklunch
2. be among the first 100 guests to join us at our UPenn location (3731 Walnut St) this Friday from 12-1PM
3. show your #takebacklunch post to the honeygrow team + your stir-fry or salad is on us!
honeygrow Celebrates Take Back the Lunch Break Day

swagfoodphilly Did you take a lunch break today? June 15 is National Take Back the Lunch Day and we want YOU to #takebacklunch! honeygrow is giving away 100 free lunches at their Walnut Street location to customers who share how they #takebacklunch today! ad

Load more comments
eatnowplaylater Love honeygrow so much!
amreintjes @mmorrrggss remember that guy in honeygrow?? The sneaky phone call
mmorrrggss @amreintjes omg!!!! Horrifying.
adventuresofape What an awesome noodle lift

Liked by machado2138 and 1,186 others
JUNE 15, 2018

#takebacklunch
honeygrow Celebrates Take Back the Lunch Break Day

@PhillyMayor has declared tomorrow 'Take Back the Lunch Break Day' in #Philly + to celebrate we’re teaming up with @torkusa to give away FREE @honeygrow at our @ShopsAtPenn location!

honeygrow was live — at honeygrow (University of Penn).
June 15, 2018 - Philadelphia, PA

we're taking back the lunch break in Philly today with our friends at Tork North America!
honeygrow Celebrates Take Back the Lunch Break Day

#takebacklunch
Lunch Returns as the Hottest Trend

Weekly viewers
1.4 million

Followers:
174,000

#takebacklunch

- Primary age range is 18-44 years old
- 31% male, 69% women
- Majority in 25-34 age range
Harnessing the Power of #TakeBackLunch

GIVEAWAY❗ Lunchtime is my favorite part of the day 😎
AND to make it even better, Tork is holding a sweepstakes
to encourage you all to take your lunch break too! 🍔_cells I’m
working with them to #takebacklunch. Even though I work
“When I worked a 9 – 5 while I was interning in college, I was too scared to leave my desk to take a lunch break because I wanted to get as much done as possible. I’m realizing how stressful that can be, and how important it is to take a break (life is too short!)”

- @diningwithskyler
Engagement and Feedback

Above standard engagement

257 Post Comments
5,031 Post Likes
46,983 Story viewers

#takebacklunch

aliceandchainsjewelry I love this idea of #takebacklunch - def

karinajosenhans @gemmasmithnyc hi manager! We need to take breaks!

stephaniedefreitas I ALWAYS take my lunch. Regardless how busy I leave for a bit. Everyone needs and deserves a break.

ohgeezkeebs I would like to eat lunch with @jlee227! She’s an amazing coworker and friend. ❤️

mark_rosati 😊👍🏻
As the Saying Goes – Let’s Do Lunch!
Loss of Lunch Breaks Weighs Heavily on Millennials

37% of Millennials don’t feel empowered to take a lunch break.

1 in 4 Millennials worry their boss won’t think they’re a hard worker if they take a lunch break (compared to less than 1 in 10 Baby Boomers).

62% of Millennials would opt for a longer or more regular lunch break if possible (compared to less than 50% of Baby Boomers).

Nearly 90% of Millennials say taking a lunch break helps them feel refreshed and ready to work.
Social Media Best Practices

Make it Personal and Engaging

Set the Tone and Scene

Add Official Hashtag

Don’t forget the call to action!

diningwithskyler ☁️ GIVEAWAY ☁️
Lunchtime is my favorite part of the day 😊 AND to make it even better, Tork is holding a sweepstakes to encourage you all to take your lunch break too! 😋 I’m working with them to #takebacklunch. Even though I work for myself, I struggle to take a minute to reset during the workday. When I worked a 9-5 while I was interning in college, I was too scared to leave my desk to take a lunch break because I wanted to get as much done as possible. I’m realizing how stressful that can be and how important it is to take a break (life is too short!), so that’s why I’m super excited to be a part of this campaign. Comment a coworker you want to eat lunch with AND go to the link in my story/bio to enter to win a $50 OpenTable dining gift card for a nice lunch break! Happy lunching! #ad
Take Back the Lunch Break Day 2019

Join Us June 21st!

The 5-Day Take Back the Lunch Break Challenge!

1. Start

2. A+

3. A+

4. A+

5. A+

WIN LUNCH FOR 10!

Do you take a lunch break every day? We’re not talking about sitting at your desk eating your bag lunch and scrolling through Facebook for 10 minutes. Do you really, GET OUT? We are here to help you TAKE BACK LUNCH! Studies show you’ll be a happier, so take a real lunch break. Sign up to win lunch for 10 on National Take Back Lunch Day – your coworkers and your productivity will thank you!

In case you need an excuse to step outside the office for lunch today, it’s National Take Back the Lunch Break Day! Break the cycle of skipping lunch or eating in front of a computer. Get away from your desk and enjoy some fresh air and some real yum. #takebacklunch #alfresco

Happy National Take Back Lunch Break Day Today! Why not take back lunch today by visiting a happy hour today? Happy Hour Lunches = Happiness! @dishedtoronto @dishedvancouver @dishedcalgary @georgiastraight @visitvancouver @torontolife #happyhour #takebacklunch
Make the Lunch Break Your Own, All Year Round!

Download toolkit materials at TorkUSA.com/takebacklunch

Loss of Lunch Breaks Weighs Heavily on Millennial Customers

Are Your Customers Trapped by the Sad Desk Lunch?

37% of Millennials don’t take a lunch break at work

23% of Millennials higher up the career ladder take a lunch break

1 in 4 Millennials aren’t allowed to take a lunch break

21% of Millennials ages 25-34 say they’re working 50+ hours a week

Millennials are nearly 3x more likely to believe that lack of a lunch break is a major stressor

Help Your Customers Take Back the Lunch Break

82% of Americans over 50 who work would take a lunch break if they could

Nearly 90% of Millennials would take a lunch break if they could

44% of Millennials strongly agree that they would be more productive at work if they had time to take a lunch break

#TakeBackLunch

Win Lunch for 10! Did you know...

- Nearly 1 in 4 employees don’t take a scheduled lunch break
- 82% of Americans 50+ would take a lunch break if they could
- 66% of Millennials say they are working more than 40 hours a week
- 44% of Millennials strongly agree that they’d be more productive with a lunch break

Let’s TakeBackLunch!

henry's ilm Congrats to these ladies for winning lunch for 10 in our #TakeBackLunch contest! What are you doing for lunch today? #hangoutathenry's #henrys

TAKING A LUNCH BREAK IS GOOD FOR BUSINESS

Eating at your desk doesn’t equate to dedication. Those who take regular lunch breaks are happier, more productive and more engaged at work. Taking a lunch break, even it’s a quick break, “tends to distract you from your work for 15 to 30 minutes,” says Berman. “That’s like taking your work from one brain to another.”

#TakeBackLunch

Today is National Take Back the Lunch Break Day. Studies show that employees that take lunch breaks, instead of eating at their desk, are happier & more efficient at their jobs. So tell the boss you’re gonna #takebacklunch & head over to Malones. #takebacklunch
Join the Movement to #takebacklunch

- Visit TorkUSA.com/takebacklunch to:
  - Download the digital activation kit full of communication tools to share the benefits of Taking Back the Lunch Break
  - Use New Tork Digital Custom Print Napkins to print survey findings on branded napkins, encouraging people to eat out more often
  - Access free social media templates for you to share the news on Facebook, Twitter and Instagram

- Stop by booth #224 at the 2019 The Show to learn more

- Email Suzanne Cohen, Marketing Segment Director for Foodservice at Suzanne.Cohen@essity.com for more information and/or to get involved in the future!

#takebacklunch