

# FRESH trends

## Q3 2025 Report

Transforming the Idea of What is Possible,  
Totally Redefining the Experience in the Process.



**Delivering Fresh. Always.** is our ongoing pursuit of better solutions that meet industry requirements, unarticulated needs, and existing market demands, as well as gauging what the future may hold.

We can see a problem and creatively solve it by taking a transformative approach that turns an opportunity into endless innovative possibilities.

Please refer to our Fresh Trends Market Report to learn more about how we can help make it easier and more profitable to display and sell fresh food.





# Rise of Fast Casual and Hybrid Dining Models

Restaurants continue to face a multitude of challenges that are squeezing margins more than ever. As operators grapple with widespread labor shortages, an uncertain economy, and rising costs, they are focusing their investments on equipment innovation that can help fill the gaps and improve their bottom line.

Source: Foodservice and Hospitality



## MARKET INSIGHT #1

### How SCC Solves for it

Structural Concepts can help **reduce labor and increase fixed capacity** by turning over more customers **self-service displays and service merchandisers** where diners can immediately access selected menu items.

We can create **more opportunities to increase customer patronage** by taking advantage of thrifty and time-crunched restaurant goer's desire for fresh food convenience with grab & go displays.



## MARKET INSIGHT #2



# Energy Efficiency and Sustainability

As sustainability becomes a primary focus for foodservice operators, energy-efficient equipment is essential. Expect more ENERGY STAR-certified appliances and equipment that reduce usage and minimize waste. This trend is driven by both regulatory demands and consumer preference for eco-friendly businesses.

Source: Technomic

### How SCC Solves for it

Structural Concepts is the **ONLY manufacturer** in the service over counter category that meets **EnergyStar requirements** for energy conservation.

Structural Concepts has **converted its self-contained refrigerated merchandisers to an R290 system**, meaning fresh food operators will experience **a quieter operation, a reduction in daily energy consumption, and a future proof solution that complies with EPA requirements.**







# Delivery Takes a Back Seat

Delivery will continue to be de-emphasized in favor of other off-premise dining occasions as consumers weigh the convenience against its costs. A shift toward carryout, curbside pickup and particularly drive-thru will prompt more restaurant brands to invest in these alternative services, including new, high-profile store formats with multiple lanes dedicated to preorder or grab & go. Further, spending less on delivery fees will encourage diners to increase their visits to foodservice establishments, helping to ease traffic crunch challenges.

Source: Technomic

### How SCC Solves for it

With a deep portfolio of refrigerated and heated self-service fresh food displays and merchandisers, Structural Concepts can help operators **keep food longer, rotate their offerings seamlessly, create different methods to serve customers**, and position them better to increase sales over time.



# Beverages Gain Steam

The nonalcohol beverage boom will accelerate in 2025. Expect to see a surge in beverage-forward business models that capitalize on smaller footprints, fewer equipment needs and lower labor costs to boost profitability. Following recent fast growth in the beverage chain segment, we also expect other chains to ramp up innovation in this space. Consumers will increasingly favor beverages for their convenience, customization and cost-effectiveness. **Look especially for more operators to promote limited-time drink offerings designed to create buzz and a sense of urgency.**

Source: Technomic



### How SCC Solves for it

Structural Concepts can help **create a destination for chilled beverages by delivering innovative display options** that not only blend in with the store format but also offer **cost-effective configurable turnkey solutions** when merchandising strategies change over time.

We provide **solutions aligned with the needs and interests of shoppers**, ensures consistency in the fresh food product, and delivers an enhanced experience.





## Emphasis on Food Safety And Hygiene Standards

Food safety and hygiene standards are listed among the food service equipment trends that are flying high.

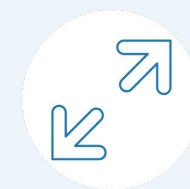
Growing customer awareness and strict guidelines from the authorities have necessitated the demand for food machines that are easy to clean and free from foodborne illnesses.

*Source: Future Market Insights*

### How SCC Solves for it

Structural Concepts **designed the first refrigeration system designed to slide out, making it faster and easier to maintain.** Components can be easily reached for cleaning or adjustment, tools free. Flexible, synthetic hosing replaces copper tubing (which can kink or break) for more reliable use without risk of leaks or blockages.

In tests conducted by the National Food Lab, **Structural Concepts had the longest shelf life for most food products evaluated (vs competing models) and also saw the lowest overall percentage of change in the quality of food over time.** Cost scenarios related to the quality and safety of the food products assessed beyond waste and loss included the longer-term labor expenses involved in restocking the merchandiser.



## Visually Appealing and Multifunctional Display Equipment

With customer preferences trending toward natural ingredients and a desire to know (and see) their food prior to purchasing, foodservice operators are experimenting with ideas like open concepts in full view of the diners by purchasing and installing new, more visually appealing equipment that's perfect for these applications.

*Source: Future Market Insights*



### How SCC Solves for it

Reveal®, the first completely frameless glass food display product line, is a collection of frameless glass refrigerated and heated food display merchandisers designed to blend in with its surroundings,

With the highest **(85%)** product visibility index, the design is the perfect blend of form and function using Insulated Glass (UVIG) technology allowing these hardworking merchandisers to quietly become one with the environment when displaying fresh food.







# Compact Space Saving Designs

With the rise of ghost kitchens and small-footprint dining and serving concepts, compact equipment has never been more essential. Operators are seeking out space-saving solutions that pack power into smaller footprints, maximizing capacity. Look for more “plug-and-play” solutions that require minimal installation and support agile kitchen layouts.

*Source: Future Market Insights*



## How SCC Solves for it

Structural Concepts can create a destination for fresh food by utilizing space-saving innovative display options with its combination self-serve models that optimize floor space with multiple display areas in a single piece of equipment, providing flexibility to offer a variety of fresh foods within different methods for serving the customer.

The Undercounter models can be integrated into millwork and other counter materials to bring fresh food and chilled beverages directly in front of customers on a grab & go basis.