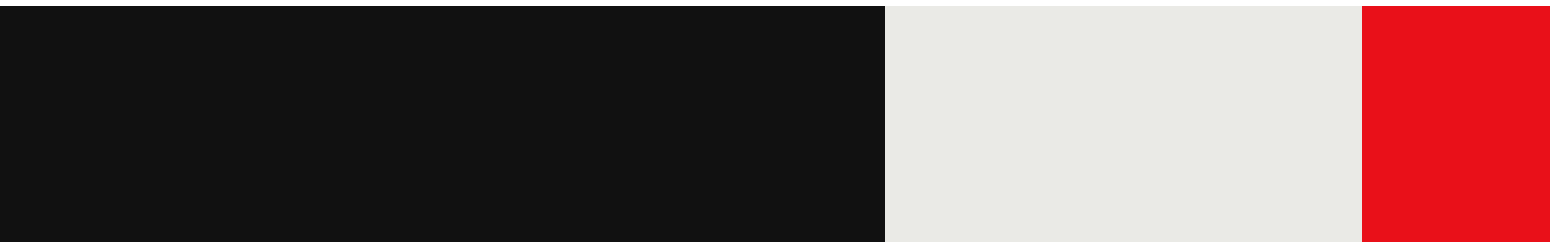



# McDonald's, Pizza Hut test new store formats

## Article



**The trend:** The growth of digital QSR customers is driving chains to experiment with new store formats focused on speed and efficiency.

- **McDonald's** opened a drive-thru-focused restaurant in Los Angeles with no traditional lobby, per Restaurant Business. The location includes food lockers for delivery orders and a dedicated window for mobile pickups.
- **Pizza Hut** is piloting a new format in Plano, Texas, that features self-service kiosks, contactless pickup cabinets, and a “Hut ’n Go” drive-thru offering “ready-now” items.

**Inspiration from abroad:** While the McDonald's and Pizza Hut formats are new to the US, both incorporate elements from their international locations.

- While McDonald's incorporates food lockers dedicated to delivery orders in some international markets, this is its first test in the US.
- Pizza Hut's concept is already operational in over 80 international markets, per parent company Yum Brands, which says the format boosts transactions and in-restaurant traffic compared with earlier formats.

**Our take:** Consumers increasingly see technology like digital kiosks as a way to explore more of a QSR's menu and order at their own pace, per Tillster's April 2024 "Phygital Index Report."

QSR formats need to evolve to keep pace with customers' changing ordering and dining preferences.

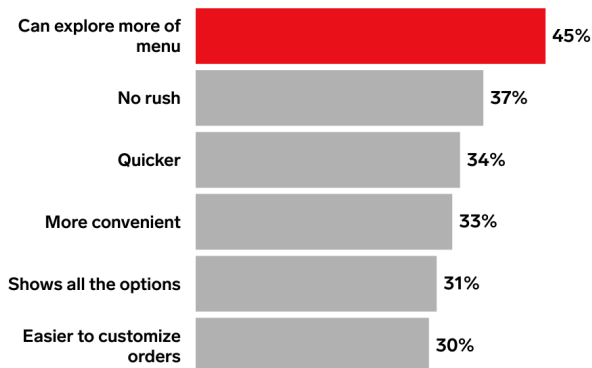
**Go further:** Read "[Data Drop: 5 Charts on Digital Dining Habits.](#)"

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### Digital-Order Kiosks Can Help Facilitate Deeper Engagement With Restaurant Menus

% of US diners, Feb 2024

Q: Please select the reasons that are most important to you for using a self-service kiosk when ordering your food. Select up to 3 options.



Note: n=1,005; among those who have ordered food from a quick service/fast-food chain, fast-casual chain, or casual dining chain within the past 3 months  
Source: Tillster, "Phygital Index Report," April 15, 2024

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