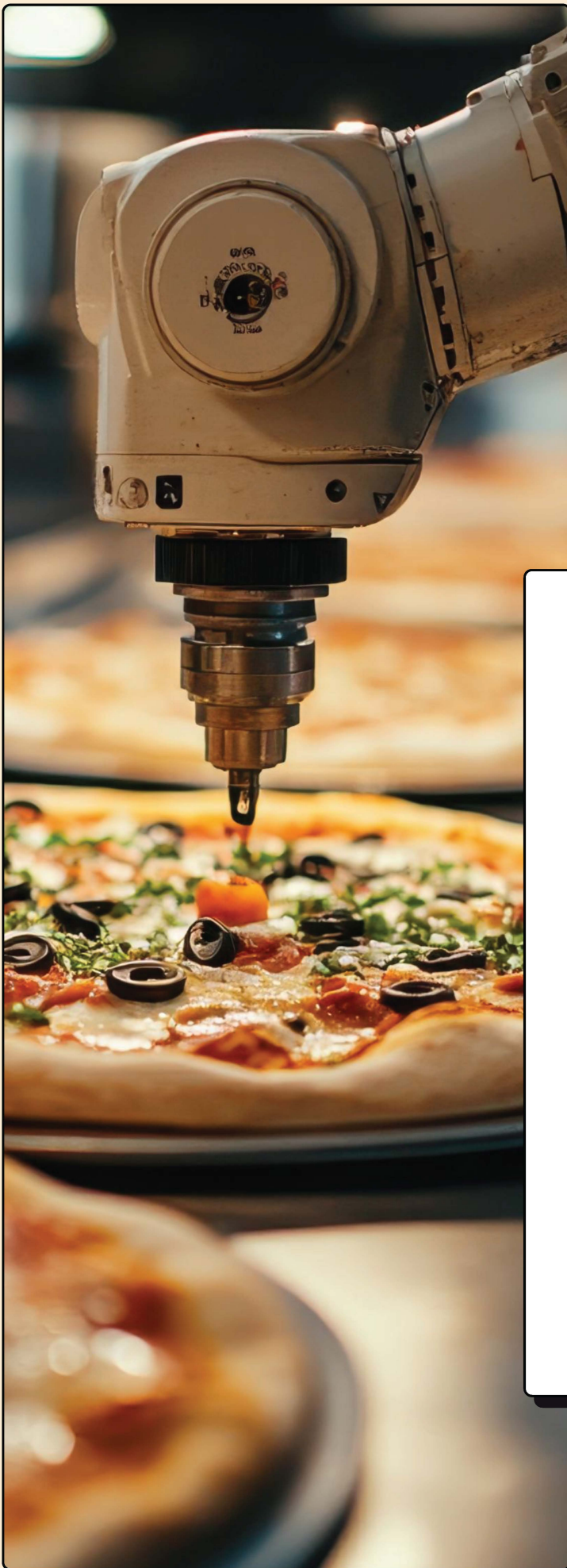


5 TECH RESTAURANT TRENDS

To Watch
in 2025





Technological advances are revolutionizing the way businesses function. These changes will accelerate in 2025 (and beyond).

What can you expect in 2025? Our experts have identified the five most significant tech trends that will be shaping the restaurant industry this year.

1. AI-Powered Customization of Menus
2. Automation in the Kitchen
3. Contactless Dining & Payment
4. Workforce Management Driven by AI
5. Virtual Restaurants and Ghost Kitchens
6. Meet the Experts

Learn more about Back of House and how tech can grow your business!



BACKHOUSE

#1 AI-POWERED CUSTOMIZATION OF MENUS

In the restaurant industry, artificial intelligence (AI) is advancing rapidly. One of the most unexpected uses of AI is menu personalization. In order to develop customized menus for each diner, restaurants in 2025 will use artificial intelligence to evaluate client data, including criteria such as order history, preferences, and even dietary restrictions.



AI enhances the eating experience by proposing food based on past orders and client behavior, whether it is through apps, digital kiosks, or online ordering platforms.

This translates into lower waste, more upselling opportunities, and happier patrons for eateries.

Spencer Michiel
Back of House Tech Expert



In The Real World

Just Salad, a New York-based brand, is a great example of using AI to personalize their menu, has already launched Salad AI in 2025. As a result, they've been able to enhance the dining experience and increase their customer retention.



I think a lot of other operators will follow suit. There is a consumer demand for hyper-personalized buying experiences. Restaurants should be mirroring the tailored approach companies like Amazon use to create unique, individualized interactions."

#2

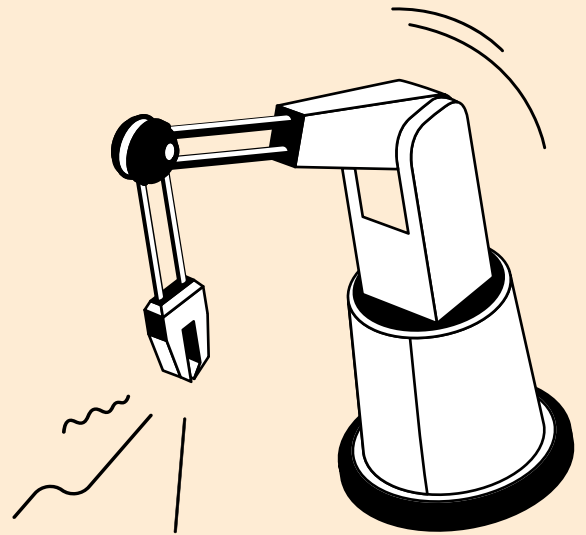
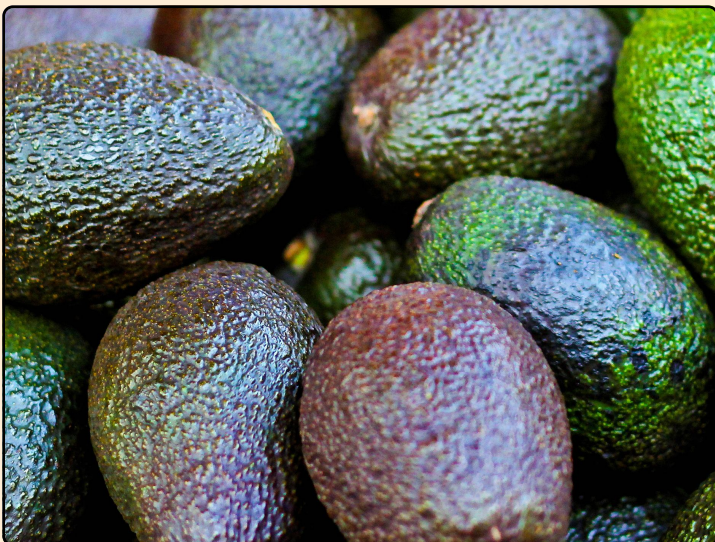
AUTOMATION IN THE KITCHEN

Even though robotic cooks are not totally new, the developments in this field in 2025 will be genuinely astounding. These days, robots are more prevalent in kitchens, handling jobs like slicing vegetables, flipping burgers, and making elaborate delicacies.

Modern robots are more adaptable and able to adjust to different cooking methods and recipes, freeing up chefs to concentrate on innovation and quality assurance.

Additionally, these kitchen aides are available around-the-clock, which reduces labor expenses and increases productivity during busy times.

Robots are becoming more and more recognized as a way to guarantee consistent, high-quality output while also controlling costs in an industry already struggling with finding and retaining qualified employees.



In The Real World

Chipotle is a great example of kitchen automation, having successfully implemented their AI kitchen assistant, Chippy, in 2022, and piloting an avocado-peeling robot in 2024. This automation helps the brand build consistency, while freeing the existing staff to provide a higher level of customer interaction.

■ ■

Kitchen automation isn't just the future, it's a crucial consideration for any restaurant operation today. With labor shortages and rising HR costs impacting the industry, leveraging automation can be a game-changer for boosting efficiency, maintaining quality, cutting food costs, and scaling operations. While cost remains a challenge for smaller operators, new tech companies are emerging daily, lowering the barriers to entry. If you're looking to future-proof your business, integrating an automation strategy should be high on your roadmap."

Dave Smith

Back of House Tech Expert



#3

CONTACTLESS DINING & PAYMENT

Both chains and local businesses are searching for the best online ordering system for restaurants. People had already gotten used to contactless transactions during the pandemic. Now these are becoming more common, and not just for payments, as a way for operators to deal with labor cost pressures.

In 2025, many dining establishments will provide a completely contactless experience, allowing patrons to place orders, make payments, and even receive their food without interacting with any staff members.



Innovations like AI-powered chatbots, QR codes, and self-service kiosks that manage order placement, customization, and delivery to the table make this possible. Some restaurants have started using "robotic waiters," who bring food straight to patrons, doing away with the need for wait staff.

This approach improves consumer satisfaction by streamlining procedures and offering a more smooth, hygienic dining experience.



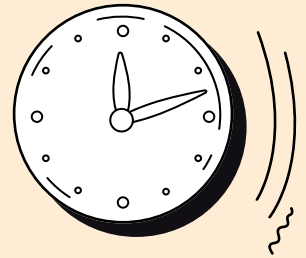
Continuing to meet customers where they are while trying to deliver a hospitable experience will continue to be a delicate balancing act. Offering contactless payment lays the groundwork, but using contactless ordering to understand customer preferences sets operators up to deliver a more personalized dining experience in the future.”

Rachel Morgan
Back of House Tech Expert



#4

WORKFORCE MANAGEMENT DRIVEN BY AI



For many restaurants, effectively managing workers is still a struggle, particularly in light of variable demand. In 2025, AI-powered workforce management solutions will be essential. These systems forecast peak hours by analyzing consumer traffic, meteorological trends, and nearby events. This helps managers better plan staff schedules.

AI also helps monitor worker performance, determine training requirements, and even recruit, by reviewing resumes and suggesting qualified applicants. Because managers can now concentrate on the growth and happiness of their workforce, these innovations not only save time but also help increase employee retention rates.



AI-powered HR tools are revolutionizing restaurant management by streamlining scheduling through predictive analytics, optimizing staffing levels based on demand and employee skills. These systems also address the common issue of undertrained staff by automating onboarding and training processes, including generating customized employee handbooks for various roles."

Dan Durkin

Back of House Tech Expert



#5 VIRTUAL RESTAURANTS AND GHOST KITCHENS

Although "ghost kitchens" and "virtual restaurants" have been around for a while, in 2025 innovation in this area will continue to reach new heights.

Nowadays, businesses may target specialized customers without having to open physical sites by offering highly curated, specialist menus that cater to particular dietary demands or food trends through virtual restaurants. Operating from shared space ghost kitchens, these virtual-only firms cut expenses by concentrating on delivery services.

In 2025, AI and machine learning will be fully integrated into ghost kitchen operations to optimize everything from delivery routes to menu development. Drones and driverless cars are already being used by certain ghost cooks for quicker, more effective deliveries, particularly in cities.



In The Real World

TKO, in Nashville, TN, serves Chinese cuisine with a southern twist for dinner. However, from Tuesday to Saturday mornings, they started to offer bagels, schmears, house-made pasta, and sauces, heavily emphasizing online ordering.



Adapting to the ever-changing demands of consumers can be challenging. Virtual restaurants offer the potential for an additional revenue stream by appealing to different demographics and audiences."

Rachel Morgan, [*Back of House Tech Expert*](#)

MEET THE BACK OF HOUSE TECH EXPERTS



Spencer Michiel

With over 20 years of experience in the restaurant industry, Spencer has done everything from dishwasher to operations manager. Before Back of House, he worked as an advisor for a POS company and has tons of knowledge and insight to pass on to restaurant operators.



Dave Smith

With a decade of experience co-founding and leading marketing + operations teams for various restaurant brands in competitive markets such as NYC and Los Angeles, Dave possess an in-depth understanding of the essential tools needed to manage restaurants of any size.



Rachel Morgan

Rachel has been working in hospitality for over a decade, primarily in front-of-house positions at restaurants. Before coming to Back of House, Rachel served in an advisory role at leading restaurant tech companies and aims to leverage her expertise to help Back of House customers implement the right tech.



Dan Durkin

Dan has spent his professional career working in the restaurant industry. He started out as a dishwasher but is a trained chef and restaurant owner in the Denver area. With over 30 years of experience under his belt, Dan has accumulated a lot of knowledge that he can pass along to other operators.

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