Fast Food Delivery Services: History and Future

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**Introduction**

All the major hotels and restaurants across the world provide food delivery services. Although on some occasions, people prefer to enjoy their free time at exotic restaurants, they are increasingly becoming inclined to order home delivery (KL Delivery Services, 2012). Occasions such as a visit of an unexpected guest, home parties and poor weather conditions encourage people to get food delivered at their homes. It is convenient to make a call and get already prepared food at your doorstep.

**Discussion**

**History**

According to studies of cuisine history, the delivery services began during World War II. Since war had destroyed the means to cook and kitchen appliances in many homes, and there was a prevailing shortage of food to cook, the idea of delivering cooked food to homes flourished. Women were actively engaged in performing the services of delivering food to servicemen during the war. It was in Hemel Hempstead, a town in England, in the year 1947 that the food delivery service was formally launched. Instead of vans, food was delivered through prams. The food delivered was pre-cooked and warm (KL Delivery Services, 2012).

**The Flourishing of Food Delivery Service**

The idea that was born in the UK soon found its application in the United States as well. It was adopted in Philadelphia first. However, there was a unique feature of Philadelphia food delivery services. They not only delivered food on orders but also aimed at providing food to poor and bounded families and households. It was a government initiative aimed at making sure that every house received its quota of food and no one suffered from hunger. The method was attractive enough and soon flourished in other parts such as New York. Soon many restaurants and people across the world began to reap the benefits of home delivery services. In Australia, the service was introduced in the year 1952 (KL Delivery Services, 2012).

Over the years the service has become even more attractive. To encourage home delivery and expand the circle of customers, restaurants have introduced toll-free numbers. With time, the idea of free home delivery services has also crept in. Due to competition among food businesses, such initiatives are a major factor affecting the demand of people.

**Features of Modern Food Delivery Services**

 Today, online platforms have transformed the delivery business across Asia, America, Europe and Australia. The new internet-based delivery service landscape has attracted considerable investments. (Hirschberg, Rajko, & Schumacher, 2016).

 Food delivery market is worth €83 billion today. 3.5% net annual growth rate has been estimated in the coming 5 years. Almost three fourth of all orders are placed through a phone call (Hirschberg, Rajko, & Schumacher, 2016). The emergence of web-based technologies is transforming the service. Consumers are increasingly becoming well-versed in online shopping during websites and mobile applications. Online shopping offers both transparency and convenience. The same goes for ordering food online.

**The Future**

“New Delivery” players offer people food from a wide range of restaurants. Even high-end restaurants that did not use delivery services have now entered new delivery. In the future, it is possible that low-end restaurants still using the traditional delivery model also jump on the New Delivery bandwagon. It makes perfect sense to outsource delivery services because of its cost-effectiveness (Hirschberg, Rajko, & Schumacher, 2016).

According to recent studies, Millennials are having a hard time preparing meals at home and cleaning kitchens. Moreover, there is a lack of knowledge about cooking tasty and healthy food. Working 50 hours per week, Millennials do not have the luxury to cook even two meal per day (Castgllone, 2017).

In future companies will be striving to offer healthier options. The focus seems to be shifting on providing more transparent details of food’s nutritional value. Everdine, a startup launched in Uk in 2016, already aims at creating nutritionally balanced food offers for home delivery. It plans to consider food sustainability in future and reduce food waste to zero (Castgllone, 2017).

The future landscape of food delivery service is digital (Chau, 2018). In the age of Big Data, restaurants will become able to personalize the orders of their customers. Dishes and menus appearing to a person on their smartphone app or website will be according to their taste. Everyone will be seeing a different menu on the basis of data-insights. Future will see virtual restaurant brands i.e. restaurants existing only in the digital world (Chau, 2018).

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