



The University of Texas at Austin
Texas Immersive Institute
Moody College of Communication



MONTHLY MEETUP

DINING MEETS IMMERSIVE

March 2nd, 6pm



What is Texas Immersive?



- ❑ Courses
- ❑ Events
- ❑ Exploring
Technology
- ❑ DIVE

The background features a vibrant, abstract design with various geometric elements. There are diagonal stripes in shades of orange, red, and yellow. Interspersed among these are teal-colored shapes, including a small square and a larger parallelogram. Faint, thin-lined circular patterns are scattered across the composition. Small, four-pointed star shapes in orange and teal are also visible. The overall aesthetic is modern and energetic.

Today's Meetup Objectives

- ☐ **State of the Industry**
- ☐ **Eating out in the Future**
- ☐ **Brainstorm**

***State of the Industry:
Food + Dining***

Effects of Covid-19

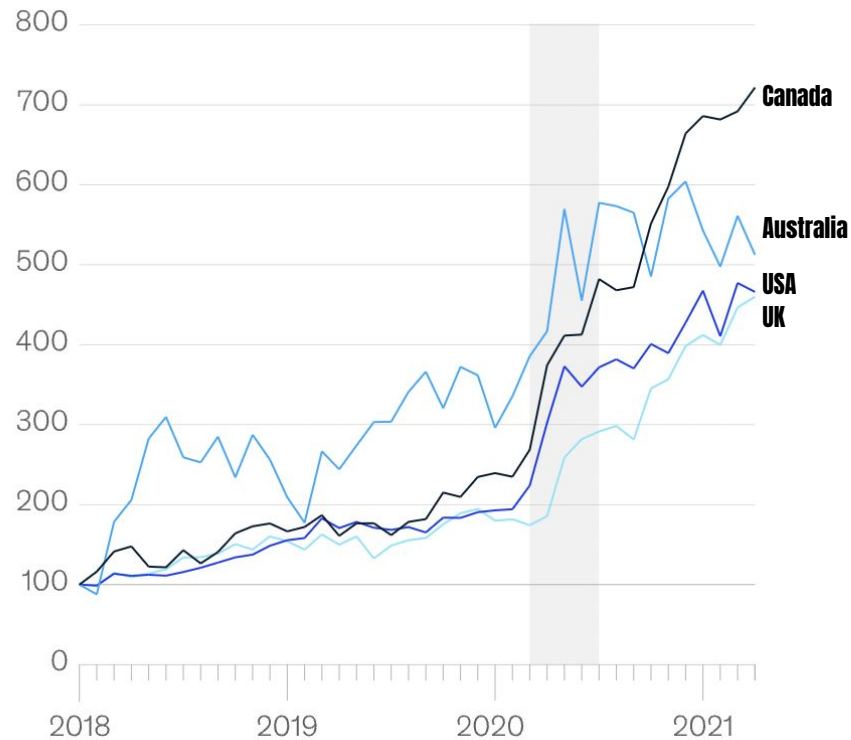
**~110,000
Restaurants Closed**

**25%
of Americans Stopped eating
out**

**50%
of Small Restaurants Struggle
to pay rent**

Rise of Food Delivery:

Food Delivery Platform Sales Growth



Ghost Kitchens

Restaurants with no dining



Brands run by “Ghost Kitchen USA”



Indian cuisine



Grilling



Sandwiches



Chicken gastronomy



Burritos



Greek grill



Deep fried



Pizzas



Burgers



Chicken BBQ

Walmart and Plenty Partner To Lead the Future of Fresh Produce

Retail leader and indoor farming company enter into a long-term strategic partnership with an equity investment to bring fresh, peak-flavor produce to shoppers year-round

Jan. 25, 2022

3 Min. Read

[Business](#)



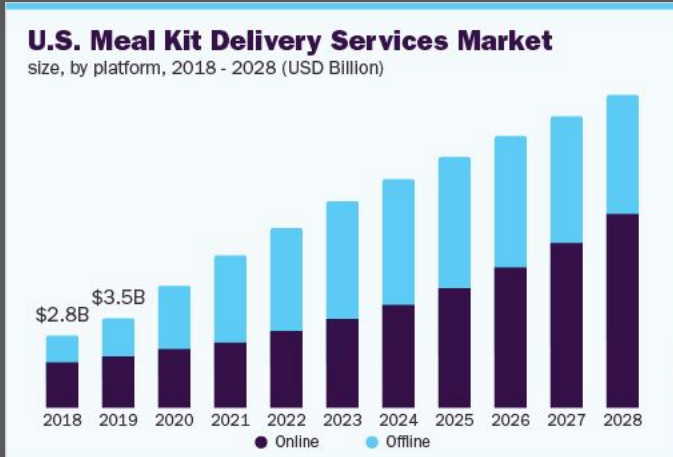
Vertical Farming



FarmBot

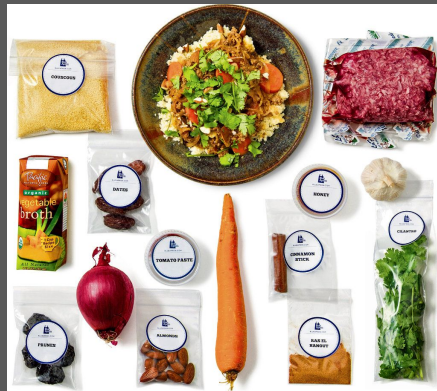


Meal Kit Delivery Services



Cook & Eat

Heat & Eat



Robot Chefs



Why will people eat out in the future?

Experiential Dining

Story Worlds

Games

Hyper Personalization

Tech Enhancement

Story Worlds

Themed Bar/Cafe



Star Wars - Galaxies Edge

Story Worlds



Epcot - Space 220

Story Worlds



Story Worlds

Medieval Times

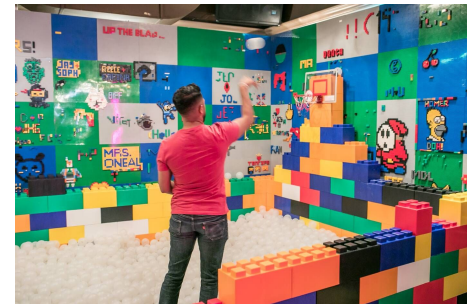


Story Restaurants In Austin

Tiki Tatsuya



The Brick Bar



Kura Revolving Sushi Bar

Games



Murder Mystery Dinner Party

Games



Games

Stock Market Bars



BREW EXCHANGE

987

Buy your beer here

FRANK NAME

Beer Name	Price	Daily High	Daily Low
FRANZISKANER	\$4.50 ▼ -2.00 (31%)	\$6.50	\$4.50
LIVE OAK HEFEWEIZEN	\$4.50 ▼ -2.00 (31%)	\$6.50	\$4.50
PRAIRIE CHERRY FUNK	\$6.00 ▼ -2.00 (26%)	\$7.75	\$5.75
NEW BELGIUM LE TIGROIR	\$5.75 ▼ -2.00 (26%)	\$7.75	\$5.75
GOOSE ISLAND MATILDA LAMBIC	\$5.75 ▼ -1.75 (28%)	\$7.50	\$5.75
NEW BELGIUM LA FOLIE	\$7.75 ▼ -1.00 (11%)	\$8.75	\$7.75
REAL ALE SCOT'S GONE WILD	\$3.50 ▼ -2.00 (36%)	\$5.50	\$3.50
NEW BELGIUM FAT TIRE	\$3.50 ▼ -2.00 (36%)	\$5.50	\$3.50
THIRSTY PLANET THIRSTY GOAT	\$3.50 ▼ -2.00 (36%)	\$5.50	\$3.50

ES FRESH SODA WATER & ICE - 1.00



Hyper- Personalization

Custom Latte Art



Hyper- Personalization



Calorie Mama

Mealvise



Moxie - Poop Scanner

Vita Mojo x DNAfit

Hyper- Personalization



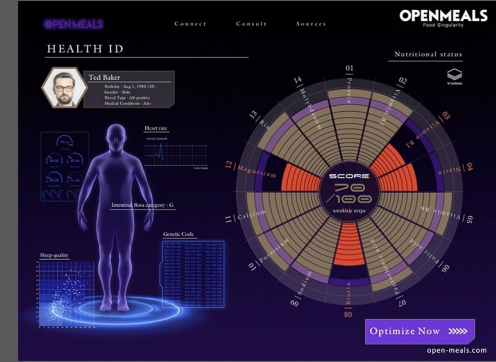
Step 1: Saliva Test + Genetic Outline

Step 2: AI Powered Recommendations

Step 3: View Results/Order from App

Singularity Sushi - 3d Printed Sushi

**Hyper-
Personalization**



Tech Enhancement

Dining In the Dark



Tech Enhancement

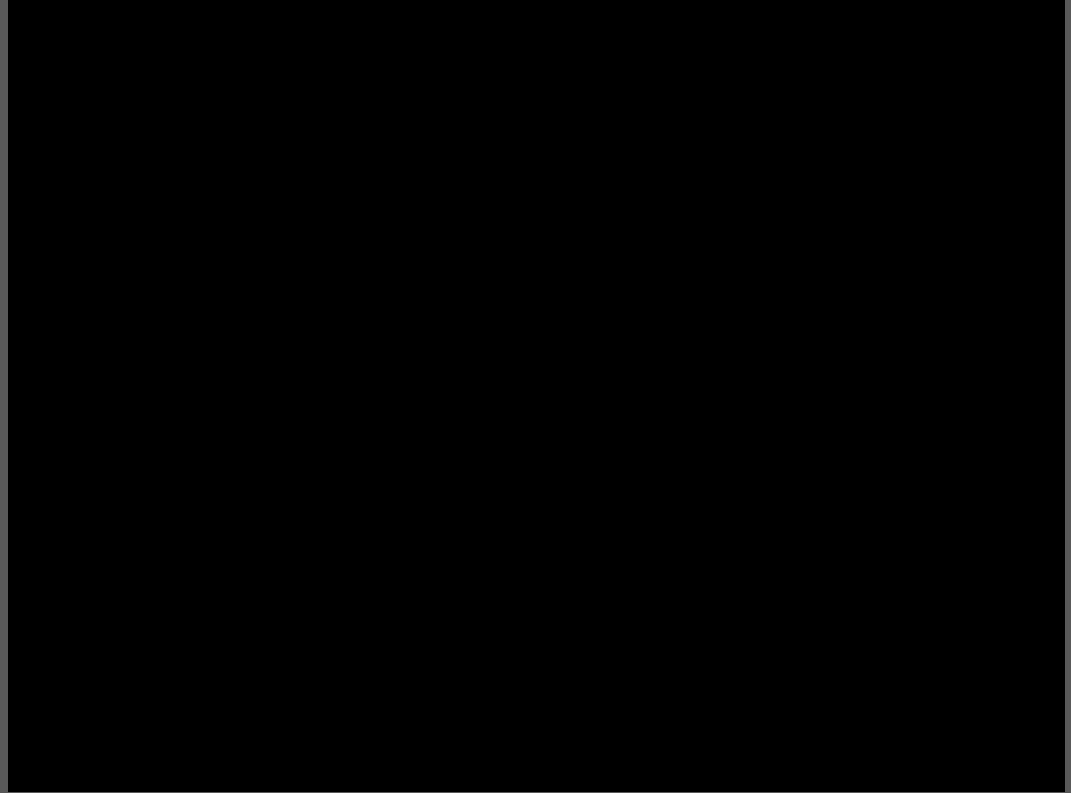
Le Petit Chef





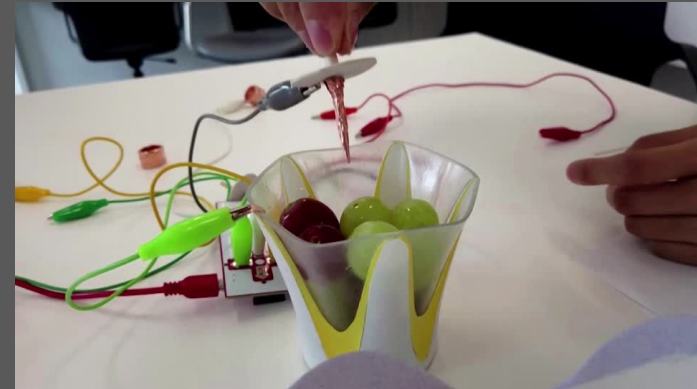
AR Mochi

Tech Enhancement



Tech Enhancement

Sonic Seasoning



The background is a vibrant, abstract composition of various geometric shapes and patterns. It includes thick diagonal bars in teal, brown, and yellow, some with 3D effects. There are also thin yellow circles, some overlapping to form spiral patterns. Small teal and brown stars and squares are scattered throughout. A central white rectangular box with a subtle drop shadow contains the text.

Comments + Questions?