

December 2014

LSR: Coffee Houses and Donut Shops - US

“Coffee house and donut shop consumers say they are worried about the lack of healthy options and the high caffeine content of their beverages. Operators can do a better job of providing a wider variety of foods that their consumers define as healthy and offering beverages with different levels of ...

November 2014

Pizza Restaurants - US

“With the popularity of pizza, the sky is the limit on how operators can keep their offerings interesting and relevant for customers. However, restaurants will need to keep in mind that traditional views of convenience and customization have changed, and instead, there has been a shift toward personalizing pies for ...

October 2014

Ethnic Trends in Restaurants - US

“The ethnic foods operator is caught between trying to offer authentically ethnic foods while catering to an audience that wants to exert control over every aspect of their dining experience. Consumers indicate they are looking for new food experiences, but are anxious about not knowing enough about a menu item’s ...

LSR: Sandwiches, Subs and Wraps Concepts - US

“The issues that sandwich, sub, and wrap concepts face stem from the versatility of the product itself. While consumers are clearly more than willing to go to a sandwich shop to eat, they can easily make a sandwich at home, go to a burger place, or skip out on the ...

September 2014

Families Dining Out - US

“Families want significant value for their money when they dine out together. However, this does not just encompass a low price to feed a crowd. As parents, and kids alike, begin adapting healthier eating habits, some restaurants are not filling the bill. In-home meals are not only perceived as cheaper ...

August 2014

LSR: Burger, Chicken and Seafood Concepts - US

“Limited service burger, chicken, and seafood restaurants face stiff competition among themselves and against other concepts. Often competing on price, these concepts rely on core offerings coupled with innovative items to draw attention. These operators have also overhauled their menus to add healthful options and ramped up their usage of ...

July 2014

Dining Out: The Restaurant Decision-Making Process - US

“The US restaurant industry is so large and mature that it’s increasingly difficult to carve out opportunities for growth. Operators must focus on differentiation, not only with menus but overall positioning. The answer may lie in even greater customization, with tailored restaurant concepts for niche audiences and for different day ...

June 2014

Limited Service Restaurant (LSR) Specialty Shops - Snacks, Beverages & Desserts - US

“Limited service specialty restaurants are often singular-item focused. They must figure out how to create buzz and position their item in a variety of ways to appeal to a wide range of consumers. Certain brands have found success in creating line extensions with seasonal and limited-time offers, new formats like ...

May 2014

On-premise Alcohol Consumption Trends - US

“On-premise operators include restaurants, bars, and other venues, and they are all competing for consumer dollars. Operators must set themselves apart by creating a unique dining experience to drive traffic. This incorporates menu offerings as well as overcoming a lack of food or drink options. A strong push toward ...

Healthy Dining Trends - US

“Healthy eating in America is not only a hot topic in the industry, it is also a source of growth (or growing pains) for many foodservice operators. Consumers are now highly knowledgeable about what types of foods they should be consuming, and which ones would best benefit their bodies. Along ...

Innovation on the Menu: Flavor Trends - US

“Restaurant operators don’t necessarily need to reinvent the wheel if they want to stay on trend for new flavors and cuisines. Instead, focusing on how restaurants can differentiate themselves from in-home cooking through authentic ethnic flavors, fresh herb combinations, and unique sauce pairings can garner more interest in a restaurant ...

Colleges and Universities Foodservice - US

“A student’s time in college is a unique experience, and the role of university dining services is just as special. This is the pivotal time where students’ eating habits are formed, and college students are willing and eager to learn more about the foods they consume. The role of foodservice ...

April 2014

Full Service Restaurants - US

“Full service restaurants face many obstacles preventing traffic which will need to be rectified in order to boost sales. Such issues include menus that don’t reflect the changing needs of consumers, outdated branding, a perception of poor value, and limited healthful options. In response, operators can expand dayparts and item ...

March 2014

Technology in Restaurants - US

“Technology continues to increase at a rapid pace and the majority of the population use smartphones or other mobile devices. However, the majority of consumers either do not use technology in restaurants or have maintained similar usage compared to last year. More than half of respondents do not use online ...

Convenience Store Foodservice - US

“Convenience stores today have to perform a tricky balancing act in regards to foodservice: consumers are asking for healthy options, an array of foods and beverages, freshly made sandwiches and entrees, and indulgent treats, all while still providing quick service at a low price. Operators will need to focus on ...

February 2014

LSR: Ethnic Concepts - US

“With an increase in interest for exotic and authentic cuisine, Latin, Asian, and Mediterranean concepts are entering the marketplace in abundance. This rapid growth of ethnic limited-service restaurants is due in part to the success of the fast casual assembly-line model. This operational strategy helps deliver the level of authenticity ...

January 2014

Dining Out: A 2014 Look Ahead - US

“Price value matters to consumers, whether it comes in the form of coupons, meal deals, LTO discounts, or rewards program paybacks. Since women are more value conscious than men, this should provide direction for restaurants that want to cater to women, who often also are in charge of making sure ...

Breakfast Restaurant Trends - US

“There exists great potential for limited service restaurants to ramp up breakfast sales by understanding consumer needs and adapting their offerings. Operators can expand their breakfast hours as well as retool menu items to include BFY, portable, and innovative offerings. Additionally, operators must work to provide consumers with non-menu benefits ...