

September 2013

Contract Catering - UK

“Menu innovation represents a key opportunity for operators to bolster sales in the higher education sector where a fifth of students currently state that they avoid or limit their use of catering on campus as the current food choices are too boring.”

August 2013

Burger and Chicken Restaurants - UK

“Creating more differentiated branding can be difficult to achieve based on factors such as price and convenience which are now so standardised across the market. Promoting an image of providing ‘real’ fast food through techniques such as the use of more natural materials in their venue design and more real ...

July 2013

Eating Out: The Decision Making Process - UK

“Product innovation is a key strategy to ensure that eating out operators do not lose further share of the ‘leisure pound’ by putting the excitement back into what is essentially a leisure experience.”

Drinking Out of the Home - UK

“With the price of drinking out of home consistently rising, the pressure is on landlords to keep pace with consumers’ increasing expectations of the pub experience.”