

December 2013

Pizza and Pasta Restaurants - UK

“Linking pizza/pasta restaurant/takeaway brands to other lifestyle elements such as music, sport or gaming, which are popular with particular consumer groups, can also be an effective method in fostering a greater sense of brand loyalty amongst diners.”

November 2013

Sandwiches and Lunchtime Foods - UK

“As consumers age and leave employment, the convenience factor of out-of-home sandwiches and lunch products has less resonance, meaning that they are less likely to perceive them to be value-for-money purchases. Operators therefore need additional hooks to ensure they are not seen as overpriced.”

October 2013

Coffee Shops - UK

“Trends in the retail market demonstrate operators’ attempts to foster a greater sense of emotional connection between consumer and coffee producer in order to gain market share. Coffee shop operators could do well to apply this principle to the out-of-home environment as well seeing as 22% of out-of-home hot drink ...

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.”

June 2013

Eating Out Review - UK

“A renewed focus on the basic principle of emphasising the ‘experience’ of eating out should help operators reclaim market share, particularly in sectors such as pizza/pasta restaurants where brand loyalty is low due to an extended period of heavy discounting.”

May 2013

Pub Catering - UK

“Whilst increasing the ‘experiential’ element will help create a buzz around the dining/leisure occasion, operators should also be concentrating on improving engagement rates with consumers’ pre-/post-visit in order to increase the likelihood of turning diners into ‘brand ambassadors given the weight diners put on personal recommendation in venue ...

April 2013

Hotel Catering - UK

“Over a quarter of consumers think that hotel restaurants are too formal and that they lack character/ atmosphere. The onus is therefore on operators to inject fun and personality into their brand positioning and venue design.”

March 2013

Ethnic Restaurants and Takeaways - UK

“Operators looking to leverage consumers’ significant interest in niche cuisine types such as Malaysian, South American, Caribbean, Indonesian and North African should ensure that they are offering clear advice and assistance to consumers as to what the cuisine type is, how they should order it and when they should visit ...

February 2013

Breakfast Catering - UK

“Lifestyle branding is an increasingly prevalent tool in the eating out market as foodservice operators look to engage with consumers on additional levels than price and menu which are no longer the venue differentiators they once were.”

– Helena Spicer – Senior Foodservice Analyst

January 2013

Leisure Venue Catering - UK

“Leisure venue operators should reflect trends in snacking NPD such as for varied popcorn flavours in order to ensure that their own snacking ranges live up to expectations in terms of being treat purchases.”