

October 2016**菜单洞察 - China**

“相比午餐和晚餐，消费者对早餐主食和配菜的偏好有所不同。早餐菜单可推动餐厅的业务增长，尤其是如今越来越多的消费者选择在外面吃早餐。专为儿童设计的菜单对家庭消费者具有吸引力。另外，提供灵活的菜量选择可以吸引消费者，尤其是女性和未婚消费者”。

— 徐天韵，高级研究分析师

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“Consumers’ preference for staple food and a side dish is different at breakfast, compared to lunch and dinner. Breakfast menu can drive growth for foodservice operators, especially when more consumers tend to have breakfast out. Menus specifically for kids can be appealing to families. Moreover, offering flexible portion sizes can ...