

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 ...