

## June 2018

### Social Media in Foodservice - US

"More than half of consumers have seen restaurant content on social media in the past year, reflecting the impact social media has in the foodservice space. Social media experiences in restaurants generally drive a positive association among consumers and create memorable moments, but social media isn't a one-size-fits-all strategy. Every ...

## May 2018

### Quick Service Restaurants - US

"The QSR market is thriving thanks to QSR brands making changes consumers want while still staying true to its brand identity. Value remains a major focus within the QSR market, and most chains are focusing heavily on their low-price options, with many also developing a few premium options in order ...

## April 2018

### Consumers and the Economic Outlook - US

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

### On-premise Alcohol Trends - US

Sales of alcohol on-premise are rising year-over-year thanks to consumers' interest in premium alcoholic beverages. While the market is growing, competition among bars/restaurants has never been stronger. Foodservice establishments must contend with consumers' preference for drinking at home and must prepare for the next generation of on-premise consumers. Establishments ...

### Burger Trends - US

Burgers are menu and consumer favorites and competition emerges from all angles; both burger-specific operators and restaurants that menu them are using more than price promotions to capture more burger business. Consumers indicate a willingness to pay more for burgers made with premium ingredients as operators increasingly innovate with crowd-pleasing ...