



## Foodservice - UK

### February 2016

#### Menu Flavours - UK

“Despite momentum in the economy in 2015, the legacy of the recession means that many consumers remain cautious with their spending. The onus therefore remains on operators to encourage further spending on this category, menu innovation remaining a key strategy.”

#### Ethnic Restaurants and Takeaways - UK

“Authenticity is a core attribute when it comes to diner expectations of ethnic restaurants but customisation and demonstrable expertise are also key differentiators which specialist operators must capitalise on to fend off competition from generalists.”

– **Richard Ford, Senior Food Analyst**