

**March 2017****休闲餐厅 - China**

“虽然休闲餐饮市场呈健康增长趋势，但市场仍然分散——随着越来越多的主题餐厅进入市场，预计这种分散将日趋严重。为了区别于其他竞争者，品牌应抓住重点，并为目标消费者提供独特的就餐体验。另外，找到有效的营销策略对品牌建设和吸引顾客上门也是至关重要的。”

**February 2017****Casual Dining - China**

“Although the casual dining market is enjoying healthy growth, the market remains fragmented – and is expected to be even more so as more new brands are created featuring unique themes. To differentiate from others, brands should define a focus that is relevant and be able to provide unique experience ...