

October 2010

Sandwiches, Subs, and Wraps - US

While a difficult economic environment has created a variety of challenges for sandwich shop operators, it is also clear that many consumers are seeking inexpensive restaurant dining options and sandwich shops have often been able to capitalize on this demand. Moreover, there is a kind of “health halo” around some ...

September 2010

Quick Service Restaurants - US

The U.S. economy has been in recession, taking a toll on the restaurant industry. However, Quick Service Restaurants (QSRs) have been putting up a good fight, winning over customers who are trading down from other segments and luring in cash strapped consumers with a wide range of value options ...

August 2010

Fast Casual Restaurants - US

The fast-casual restaurant segment of the \$580 billion foodservice industry is a tribute to the American desire to find middle ground, a hybrid that seeks to keep the best of both fast food and casual dining restaurants, while still being its own very contemporary niche. Fast casual recognizes that service ...