

Flavor Innovation on the Menu - US - October 2018

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"American diners have access to a range of flavors, dishes, and cuisines, reflective of the diverse foodservice market. However, the majority stick with familiar fare. Opportunity will lie in how restaurants position themselves, either by focusing on more narrowly defined consumers, or by maximizing their appeal by finding a balance of innovation and continuity of new and traditional flavors."

- **Amanda Topper, Associate Director - Foodservice**

This report looks at the following areas:

- One third of diners are adventurous, but the majority still stick to what they know
- Range of barriers limit trial of new tastes and foods
- Adventurous eaters tend to be younger, more diverse, and affluent
- Adventurous eaters seek out a wide variety of flavors
- Many factors and tools can propel diners to try new ingredients
- New spins on comfort food classics can appeal to diners

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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About a third self-identify as "adventurous eaters"

Almost three quarters either like or love spicy foods

Fear they won't like the taste is a main barrier for diners trying new food

Recommendations of friends/family often motivates trial

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 Many open to trendy, international cuisine, but still love comfort food

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