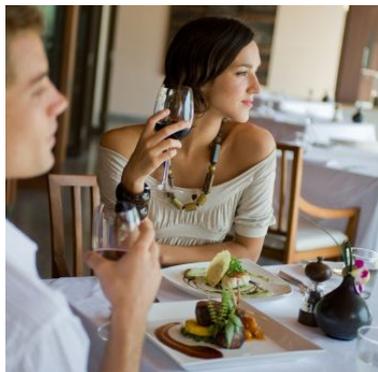


Restaurant Beverage Trends - UK - December 2009

Report Price: £1500 / \$3000 / €2250



What is this report about?

Although the recession has had a considerable impact on the eating out industry as a whole, consumer research would suggest that consumers are less likely to change their purchasing habits overall when it comes to the drinks they order.

With margins within the industry shrinking, it is important that operators focus on maximising drinks sales, particularly wine sales which tend to produce higher margin returns than beer or food.

This report assesses consumers' attitudes towards drinks in restaurants and looks at the underlying motivations and influential factors behind consumers' purchasing habits in this area.

What have we found out?

- As a result of the recession, six in ten consumers have altered their eating-out habits to some extent. Yet four in ten consumers have not.
- The majority of consumers (60%) haven't changed their out-of-home drinking habits. Operators should not rely on price promotions alone, instead focusing on expanding the flexibility of their menus to maximise revenues in the current tough trading environment.
- One in five consumers order tap rather than bottled water and fewer than one in ten only ever order the house wine. This is in line with consumer's grocery shopping habits during the recession as they did not automatically trade down to own-label products when the economic downturn began, instead sticking to brands they knew and trusted.
- For one in ten diners, drinks menus influence their choice of venue. This factor is ranked higher than recommendations by food critics/ guides/ media reviews and the use of ethical products. Recommendations of how to match drinks to food could help to make a drinks menu an even more significant factor in consumers choice of restaurant.
- Nearly half of diners tend to drink the same thing regardless of what they're eating compared to less than one in three who choose drinks based on the dish/meal being ordered.
- More than one in three diners argue that soft drinks are overpriced in restaurants, although fewer than one in ten believe that there are not enough alcoholic beverage choices at most restaurants.

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