

## Eating Out Review - UK - July 2011

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“Value remains a key issue in 2011 as consumers are expected to remain cautious, with price promotions also an ongoing theme in the market. However, the emphasis now is on cultivating a ‘want to buy’ mentality amongst diners, to distract them from price comparisons and play to their demands for ‘experience’ over commodities, while exploring additional revenue streams through new formats and occasions.”

– Helena Spicer, Senior Foodservice Analyst

### In this report we answer the key questions:

- How is the economic climate affecting the eating out market?
- With so much focus on ‘value’, how else can brands stand out?
- Do diners want ‘safe bets’ or something new and adventurous?
- How can menu innovation drive sales?

### Definition

The scope of this report is the eating out market within the UK (excluding commercial catering, eg canteens, contract catering). This consists of various market segments, which are defined as:

Fast food – this essentially refers to outlets that serve food prepared and served quickly to order with a limited menu. Service style is largely on a counter collection basis and the main fast food outlets include:

- burger bars, eg McDonald’s and Burger King
- pizza restaurants, takeaway and home delivery outlets, eg Pizza Hut, PizzaExpress and Domino’s Pizza
- pasta chains, eg Bella Italia
- chicken chains, eg KFC
- fish and chip shops
- other types of fast food such as jacket potatoes, kebabs, vegetarian specialities, filled croissants.

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