

## Attitudes towards Family Dining - UK - August 2012

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“With a wealth of in-home/retail food innovation aimed at children, which is designed to achieve multiple goals (eg appeals to both parents through nutritional claims as well as children through character merchandising), foodservice operators need to up their game in terms of separate children’s menus/products.”

**– Helena Spicer – Senior Foodservice Analyst**

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

- **How can operators target consumers who have been cutting back?**
- **How can operators emphasise brand values to curb discounting?**
- **What can foodservice operators learn from other food/drink markets?**
- **How can operators balance demands for health and indulgence?**

Despite their vulnerable financial position, families can still represent a key target market for restaurants given their relative loyalty to particular venues: 48% of family diners with under-12s are drawn to venues recommended by family/friends, whilst 41% choose places they have already been to before. This is also an indication of the general demand for ‘safe bets’ and ‘sure things’ when eating out.

This report looks at family dining trends in the foodservice market and developments in families’ eating out preferences in the UK specifically. Its aim is to explore the existing trends in families’ dining out habits and assess which factors and trends are likely to play a role in the market going forward.

This report highlights the main trends currently driving the eating out market and their effects on menu development. It also explores some of the major issues affecting the direction of the eating out market in general. This is primarily a consumer-based report and does not feature market size data. Therefore this report is not intended to be used as an exhaustive list of all family dining restaurants.

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