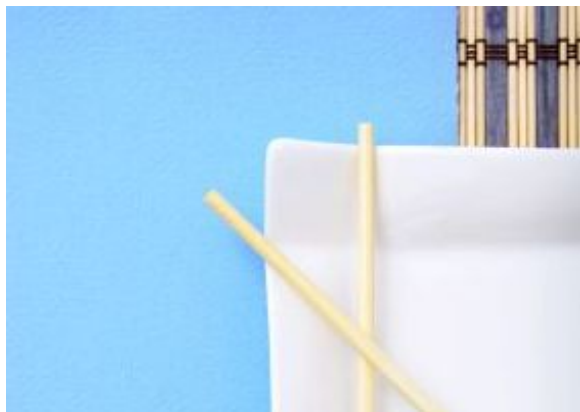


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“The influence of diverse ethnic flavours and the solid loyalty towards local specialists make China a complex foodservice market. While food safety has a significant continuous social impact, the focus point should go beyond East versus West and spark menu diversification.”

– Esther Lau, Research Analyst

### This report looks at the following areas:

- What are the key trends and innovations in the Chinese foodservice industry?
- What are the common traits of the evolving Chinese diners?
- How can foodservice operators customise through nutritional benefits and ingredients for different types of diners?
- How can foodservice operators, both the domestic and foreign players, use specialised online platforms as marketing differentiators to create a competitive advantage?

Menu in this report refers to the types of cooking methods, localised and international cuisines and nutritional/functional benefits as consumers look to include more in their future diet. It covers restaurant types such as fine dining, casual dining, fast food and café/coffee shop.

This report explores the types of flavours and cuisines that are trending and resonating with consumers when they dine out. This information will help translate to dishes that are customised to specific consumer groups, which is one of the main key competitive advantages for foodservice operators to innovate effectively and retain customer loyalty. It also goes in depth in regard to problems consumers are commonly concerned with, offering a clear direction for foodservices to add value to their menu design according to different eating behaviour.

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