

LSR: Ethnic Concepts - US - February 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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“While ‘homemade’ entrées and restaurant decor still hold up with consumers, their attentions are turning to high-quality ingredients, locally sourced options, as well as the general popularity of the brand to determine what restaurants are authentically ethnic. Operators can use this by focusing on creating exciting new flavors on both tried-and-true ethnic foods, and lesser-known fare.”
– Katrina Fajardo, Foodservice Analyst

This report looks at the following areas:

- Is definition of authenticity changing for good (or not-so-good) for operators?
- Panelists are excited about new flavors, but still hold on to “tried-and-true” menu items
- Technology use at LSR Ethnic concepts is growing

The limited service restaurant ethnic market has benefitted from consumers’ interests in more ethnic flavors and desires for a different dining experience on a budget. However, operators are still faced with a changing definition of authentic restaurant brands, as well as the growing emphasis from consumers for restaurants to use high-quality, fresh ingredients. The report focuses on the opportunities for restaurant brands to resonate as an authentic brand with potential customers, important attributes consumers look for within limited-service restaurants, as well as the changes in visitation, behavior, and deal usage since 2014.

This report builds on the analysis presented in Mintel's *LSR Ethnic Concepts – US, February 2014* report.

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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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International Food Information Council (IFIC)

International Food Service Executives Association (IFSEA)

International Foodservice Distributors Association (IFDA)

International Foodservice Manufacturers Association (IFMA)

International Franchise Association (IFA)

National Council of Chain Restaurants (NCCR)

National Nutritional Foods Association (NNFA)

National Restaurant Association (NRA)

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