

Innovation on the Menu - US - October 2015

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"Consumers have unprecedented choice when dining out, and all restaurant segments are constantly vying for attention. Restaurant owners must keep in touch with what is currently happening in the foodservice industry and understand some of the emerging trends."

This report looks at the following areas:

- Foodies preferences are dramatically different from non-foodies
- Diners are hungry for new flavors
- Lack of information may hinder food exploration

This report identifies some of the major trends currently happening and describes what may be next in foodservice by utilizing both menu and consumer data. The data will help restaurant owners identify emerging trends in the foodservice industry and identify which customers are interested in newer concepts.

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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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