

## Restaurant Decision Making Process - US - August 2016

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"Across demographics, the convenience of limited service restaurants still remains a strong motivator for weekday dining out, specifically with fast food. On the other end of the spectrum, Millennials are creating their own dining out culture across fine dining restaurants and fast casuuls, with more shareable dishes and elevated alcohol offerings."

- Diana Kelter, Foodservice Analyst

This report looks at the following areas:

- Fast casuuls not competing with convenience and affordability of QSRs during the week
- Portion sizes vary across the board
- Consumers don't want to feel rushed during their meal

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