

Casual Dining - US - October 2016

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"Consumers are increasingly seeking the opportunity to customize their meals, through build-your-own meal options, but they also crave dishes that can't be replicated at home."

- Diana Kelter, Foodservice Analyst

This report looks at the following areas:

- Casual dining cuisine types facing blurred lines
- Technology offerings are a nice to have
- Classic dishes still important to diners

When it comes to technology, diners are more interested in having their basic needs met, such as free WiFi and electronic chargers, before restaurants offer more advanced offerings.

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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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Key Trends – What You Need to Know

- A value deal strategy
- Casual dining restaurants collaborate and grow
- A focus surrounding what's not on the menu

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- Elevated sauces, spreads and ingredients
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