

Innovation on the Menu - US - September 2017

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Generational preferences continue to divide the menu with restaurants striving to meet the demands of all. Younger generations lean toward more casual and shareable menu items for any occasion with older generations relying on the traditional entrée. International restaurants have an opportunity to attract diners across demographics with consumers significantly less likely to attempt preparing these cuisines in their home kitchen.

This report looks at the following areas:

- Younger consumers embrace foodie culture, but with a degree of ambiguity
- iGens lean toward casual, shareable dishes compared to traditional entrées

The purpose of this Report is to analyze consumers' attitudes, behaviors, and perceptions surrounding innovation on the menu regarding flavor trends, preparation methods, menu organization, and other dining out factors. It also examines how perception of menu innovation varies across demographics, generations, regions, by race, and self-identified foodies and non-foodies.

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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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