

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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Younger consumers embrace foodie culture, but with a degree of ambiguity

Figure 1: "I consider myself a foodie" statement agreement, by age, June 2017

iGens lean toward casual, shareable dishes compared to traditional entrées

Figure 2: Interest in menu item, any dining occasion, by generation, June 2017

The opportunities

Sandwiches offer mainstream appeal on the menu

Figure 3: Interest in sandwiches, any dining occasion, by foodies and non-foodies, June 2017

Consumers overwhelmingly dine out for international cuisine

Figure 4: Cooking at home versus dining out, by cuisine type, June 2017

The foodie mentality goes beyond urban settings

Figure 5: "I consider myself a foodie" statement agreement, by living location, June 2017

What it means

The Market – What You Need to Know

Meal kits aim to get consumers in the kitchen

Families value eating together

Generational differences impact where consumers dine out

Market Perspective

Meal kits struggle to maintain relevancy

Retail is no longer just about the home kitchen

Market Factors

Generational divides impact where consumers are dining

Figure 6: Restaurant visitation, by generations, March 2017

Understanding the single diner

Figure 7: Estimated median age at first marriage, 2006-16

Figure 8: Use of any dating app in the past 12 months, December 2016

Figure 9: Dining at a gourmet restaurant in the past 12 months, December 2016

Understanding the family diner

Figure 10: Time on family activities, dining out, October 2016

Figure 11: Family dining habits, October 2016

Figure 12: Foodie statement agreement, "I expose my children to food that's not on the kids' menu," June 2017

Key Trends – What You Need to Know

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Mocktails get new life at bars and restaurants

Hotel restaurants get an upgrade

Comfort food finds its niche in a social media world

Trend: All-Day Dining

Today

Figure 13: Menu mentions for types of menus, Q2 2016-Q2 2017

The path forward

Trend: Mocktails on the Menu

Today

The path forward

Trend: Menu Partnerships

Today

The path forward

Trend: Upscale Food, Low-Key Atmosphere

Today

The path forward

Trend: Food with a Story

Today

Figure 14: Growth of menu and ingredient claims, Q2 2016-Q2 2017

Figure 15: Growth of menu claims, Q2 2016-Q2 2017

The path forward

Trend: Comfort Food – A Balance Between Modern and Authentic

Today

Trend: A Craving for Health

Today:

The path forward

Restaurant Concepts to Watch

Pop-up restaurants 2.0

A flavorful, but familiar, approach to Indian cuisine

Upgraded hotel restaurants

Brewpubs and breweries

Food halls: The 2017 version of mall food courts

MMI Analysis: Flavor Matrix 2017

Most menued food preparation techniques and flavors

Figure 16: Top 20 menued food preparation methods, Q2 2015 – Q2 2017

Figure 17: Top 40 growing food preparation methods on the menu, Q2 2015 – Q2 2017

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 18: Top 20 menued food flavors, Q2 2015 – Q2 2017

Figure 19: Top 40 growing food flavors on the menu, Q2 2015 – Q2 2017

Most menued flavors for alcoholic and non-alcoholic beverages

Figure 20: Flavor matrix, top 10 non-alcoholic beverage flavors on the menu, Q2 2015 – Q2 2017

Figure 21: Top 20 growing non-alcoholic beverage flavors on the menu, Q2 2015 – Q2 2017

Figure 22: Flavor matrix, top 10 alcoholic beverage flavors on the menu, Q2 2015 – Q2 2017

Figure 23: Top 20 growing alcoholic beverage flavors on the menu, Q2 2015 – Q2 2017

The Consumer – What You Need to Know

Foodie culture is not cut and dry

Consumers want grilled food, but fried food remains a menu fixture

Friends and family remain key sources of introduction to new flavors

Menu Interest by Dining Occasion

Entrées maintain relevancy for dinner

Figure 24: Correspondence analysis – Interest in menu items by dining occasion, June 2017

Figure 25: Interest in appetizer/small plates by dining occasion, June 2017

A snack or a shareable dinner?

Figure 26: Not dining out, by dining occasion, June 2017

iGens go casual with meal choices

Figure 27: Interest in menu item, any dining occasion, by generation, June 2017

Sandwiches are a foodie canvas

Figure 28: Interest in menu items, any dining occasion, by Hispanic Millennials and Hispanic non-Millennials and foodies and non-foodies, June 2017

The Foodie Mentality

Foodie versus food snob

Figure 29: "I consider myself a foodie" statement agreement, June 2017

Social media drives foodie behavior for younger consumers

Figure 30: "I consider myself a foodie" statement agreement, by age, June 2017

Urban and rural foodies find common ground

Figure 31: "I consider myself a foodie" statement agreement, by living location, June 2017

Hispanics' love for food drives a foodie mentality

Figure 32: "I consider myself a foodie" statement agreement, by race, June 2017

Dining Habits of a Foodie

Foodies eat fast food too

Figure 33: Foodie statement agreement, June 2017

Men and women share different foodie mentalities

Figure 34: Foodie statement agreement, by age and gender, June 2017

Older and suburban consumers associate foodie behavior from a traditional point of view

Figure 35: Foodie statement agreement, by age, June 2017

Figure 36: Foodie statement agreement, by urban city and small town living locations, June 2017

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Cooking at Home versus Dining Out

Italian, Mexican, Chinese are leaders in international cuisine consumption

A deeper look into Mediterranean cuisine ...

A deeper look into Asian cuisine ...

A deeper look into Hispanic/Mexican cuisine ...

Figure 37: Cooking at home versus dining out, by cuisine type, any consumption, June 2017

Chinese remains a takeout meal

Figure 38: Cooking at home versus dining out, by cuisine type, June 2017

Indian and Chinese are most likely to be prepared at home by Asian consumers

Figure 39: Cooking Asian cuisine at home versus dining out, by Asian consumers, June 2017

Hispanics value time around the table

Figure 40: Cooking Hispanic cuisine at home versus dining out, by race and Hispanic origin, June 2017

Non-Alcoholic Beverages

Consumers want "refreshment" in their refreshments

Figure 41: Non-alcoholic beverage flavor interest, June 2017

Women lean toward natural and fruit-forward beverages

Figure 42: Non-alcoholic beverage flavor interest, by gender, June 2017

Herbal notes hit a sweet spot with younger consumers

Figure 43: Non-alcoholic beverage flavor interest, by generations, June 2017

Food Preparation Interest

Grilled leads in food preparation interest, but don't count fried food out

Figure 44: Interest in food preparation, by foodies and non-foodies, June 2017

iGens favor indulgent food preparation methods

Figure 45: Interest in food preparation, by generation, June 2017

Asian cuisine consumption drives interest for pickled and fermented preparation

Figure 46: Cuisine consumption at a restaurant, by interest in food preparation, June 2017

Flavor Trial Motivators

Traditional word of mouth and detailed flavor descriptions go hand in hand

Figure 47: Flavor trial motivators, June 2017

Figure 48: Flavor trial motivators, by gender, June 2017

Young women value customization

Figure 49: Food trial motivators, by gender and age, June 2017

Black consumers value familiar dishes the way they are

Figure 50: Food trial motivators, by race, June 2017

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

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Abbreviations and terms

Abbreviations

Terms

Appendix – Correspondence Analysis

Methodology

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