

Retail Venue Catering - UK - January 2018

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“The UK’s love of eating out is providing opportunities for retailers to move into this sector. The boundaries of retail venue catering are increasingly being pushed with a simple supermarket café likely to become a thing of the past. Consumers are used to eating out regularly and in a bid to create experiences in their leisure time are attracted to new developments.”

– **Helen Fricker, Senior Leisure Analyst**

This report looks at the following areas:

- How can venues overcome consumers’ negative perceptions of catering facilities?
- Where and what sort of innovation should be explored?

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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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The implications

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The facts

The implications

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Food trends

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- Logical brand extensions
- Bringing products to life
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Great potential for more catering facilities

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Innovation

Negative perceptions

Branding

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