

Menu Trends - UK - February 2018

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“Although older diners enjoy common cooking methods like roasting, steaming and stir frying, affluent 16-44-year-olds are driving the shift towards emerging food trends including smoking, curing, raw food, fermenting and pickling. Pizza brands are leveraging consumer demand for wood-fired oven cooking; however air pollution concerns may result in the banning of wood-fired ovens.”

– **Trish Caddy, Foodservice Analyst**

This report looks at the following areas:

- **Attracting Millennials**
- **Appealing to older diners**
- **Delivering better deals**

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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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National living wage increases
 Rising business rates
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Formats that stand out

- Test kitchen menus
- Dark kitchens
- Open kitchens
- Cook-it-yourself
- Menu pricing structures that stand out
- Dynamic pricing
- Fixed-price menus
- Non-refundable tickets

The Consumer – What You Need to Know

- The brunch and breakfast boom
- Fewer than half order a starter, dessert or side at dinner time
- The lure of freebies and special offers
- Barbecuing and grilling are most popular cooking methods
- Demand for “clean eating”
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Food Preparation Interest

- Barbecuing and grilling are most popular cooking methods
- Deep-frying

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[CHAID analysis methodology](#)

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