

Seasonal Dining Trends - US - January 2018

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Seasonal menu items are associated with a positive, treat-based sentiment, which makes them a key focus for foodservice operators. However, with retail maintaining an edge when it comes to seasonal purchases across a variety of categories, foodservice operators need to understand the preferences and demographics of seasonal consumers, while also understanding the emotional undertones that drive their purchases.

This report looks at the following areas:

- Retail maintains an edge for seasonal purchases
- Majority of consumers learn about seasonal offerings on premise

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