

June 2023

Fast Casual Restaurants - US

"Fast casual restaurant menus offer relatively healthy and customizable options at a value comparable to fast food restaurants, yet these attributes aren't always recognized by diners. The segment is winning on convenience and value; but as discretionary spending tightens, fast casual operators are tasked with demonstrating the versatility of their ...

Sandwiches and Burgers - US

"Sandwiches and burgers have long provided versatile options on menus, offering customization and elevated ingredients to keep consumers engaged. Operators must hone in on the attributes these mainstay menu items offer, especially those surrounding quality, freshness, affordability, and convenience. Further engaging with consumers through loyalty rewards and promotional activity will ...

May 2023

Foodservice Loyalty - US

"Amidst the noise of a multitude of loyalty and subscription programs in the foodservice market, one obvious concept bears repeating – foodservice loyalty cannot exist without providing high-quality food/beverages and service, and it will not sustain without meaningfully engaging loyal consumers. While operators have many successful examples of loyalty ...

Restaurant Marketing Strategies - US

"Word-of-mouth recommendations from family and friends remain the most prevalent restaurant discovery source, followed in importance by reviews on social platforms that speak to taste, visual appeal, and service. The foodservice industry remains competitive, especially as consumers become more digitally connected, heightening the need to stand out through communications that ...

April 2023

Quick Service Restaurants - US

"Fast food restaurants' competitive edge, value, is at risk amidst economic uncertainty and tightened consumer budgets. QSR operators will need to work harder for consumers' dining dollars, justifying the increase in menu prices by improving menu offerings, sustaining tech investments and delivering a highly personalized dining experience that builds long-term ...