

September 2014

Families Dining Out - US

“Families want significant value for their money when they dine out together. However, this does not just encompass a low price to feed a crowd. As parents, and kids alike, begin adapting healthier eating habits, some restaurants are not filling the bill. In-home meals are not only perceived as cheaper ...

August 2014

LSR: Burger, Chicken and Seafood Concepts - US

“Limited service burger, chicken, and seafood restaurants face stiff competition among themselves and against other concepts. Often competing on price, these concepts rely on core offerings coupled with innovative items to draw attention. These operators have also overhauled their menus to add healthful options and ramped up their usage of ...

July 2014

Dining Out: The Restaurant Decision-Making Process - US

“The US restaurant industry is so large and mature that it’s increasingly difficult to carve out opportunities for growth. Operators must focus on differentiation, not only with menus but overall positioning. The answer may lie in even greater customization, with tailored restaurant concepts for niche audiences and for different day ...

Healthy Dining Trends - US

“Healthy eating in America is not only a hot topic in the industry, it is also a source of growth (or growing pains) for many foodservice operators. Consumers are now highly knowledgeable about what types of foods they should be consuming, and which ones would best benefit their bodies. Along ...