

September 2017

On-premise Alcohol Trends - US

"On-premise alcohol sales continue to grow despite falling volume consumption indicating that consumers are ordering fewer but more expensive drinks when they go out. Drinking away from home tends to revolve around occasions with consumers ordering drinks that correspond to the current occasion. By understanding what drink goes with what ...

Innovation on the Menu - US

Generational preferences continue to divide the menu with restaurants striving to meet the demands of all. Younger generations lean toward more casual and shareable menu items for any occasion with older generations relying on the traditional entrée. International restaurants have an opportunity to attract diners across demographics with consumers significantly ...

August 2017

Coffee and Tea on Premise - US

"The coffee house market continues to experience strong growth thanks to the popularity of regular coffee, flavored coffee drinks, and the proliferation of third wave coffee. While retail coffee/tea is inexpensive and convenient, restaurants continue to deliver on innovation and quality. The on-premise coffee/tea market is highly competitive ...

Social Media in Foodservice - US

"The dining out landscape has permanently been impacted by social media from both a marketing standpoint and the actual on-premise experience. Social media has created a new focus toward the concept of being an influencer, whether on a small or large scale, and iGens and Millennials have specifically adopted social ...

July 2017

Restaurant Breakfast and Brunch Trends - US

"Breakfast and brunch continue to shine as bright spots in the restaurant industry. Brunch in particular has become a trendy meal occasion due to its association with relaxation, innovative dishes, and even alcoholic drinks. Operators are leveraging consumers' interest in brunch by creating unique brunch entrées and innovative brunch cocktails ...

Consumers and the Economic Outlook: Quarterly Update - US

"As of June 2017, the economy is still improving, wages are slowly rising, and unemployment numbers continue to fall. Consumer sentiment about their financial situation remains healthy, and most consumers don't think their finances will change (or increase) that significantly. Parents overall are somewhat more optimistic about the financial future ...