February 2016

全服务餐厅 - China

“放之四海而皆准的万全之策在中国餐饮行业已不适用。消费者对各式美食的偏好、异域风味和综合消费体验已经为餐饮市场开辟了全新的市场动态。英敏特已确认出全服务餐厅的四大类用餐者，餐饮经营者可以针对这四种类型来谨慎地定制菜单和进行店内设计，以增强餐厅的吸引力。这四种类型是：寻求熟悉和价值至上者；菜单创新寻求者；富有的国际美食迷恋者和大致中立者。”

– 刘欣琪，研究分析师

January 2016

Full Service Restaurants - China

“A one-size-fits-all approach is no longer compatible with the Chinese foodservice industry. Consumer preferences for a broad spectrum of cuisines, exotic flavours and a mix of experiential consumption have created a new dynamic for the foodservice market.”

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