

September 2012

Burger and Chicken Restaurants - UK

“Weak brand loyalty and consumer promiscuity continue to dog the chicken/burger bar market with a need for operators to adopt similar strategies as their fast casual competitors in terms of using lifestyle branding techniques to increase their relevancy to specific consumer groups.”

August 2012

Attitudes towards Family Dining - UK

“With a wealth of in-home/retail food innovation aimed at children, which is designed to achieve multiple goals (eg appeals to both parents through nutritional claims as well as children through character merchandising), foodservice operators need to up their game in terms of separate children’s menus/products.”

July 2012

Eating Out Review - UK

“Eating out operators need to ensure that their new menu additions stay ahead of the curve by offering tangible points of difference compared to in-home/retail products in order to justify price differentials between in- and out-of-home dining. It would also help venues to play to the rising tide of ...