

September 2014

Contract Catering - UK

“Market conditions remain tough with consumers’ ongoing price sensitivity in this sector continuing to exert pressure on operators’ margins. Operators therefore should remain focused on menu innovation trends in order to trigger consumers’ ‘want to buy’ mentality.”

August 2014

Burger and Chicken Restaurants - UK

“Half of adults say that they are discouraged from dining at fast food venues because the food served is not good for them, yet uptake of healthy options is typically low. Dishes with improved health credentials which continue to deliver on the fast food experience users expect should resonate.”

July 2014

Eating Out: The Decision Making Process - UK

“Recommendations from family/friends are key influencers in venue choice, whilst online review sites populated with customer-generated content are also now popular among diners. Operators are encouraged to embrace the new era and promote peer-to-peer reviews and, where possible, create their own legion of brand ambassadors.”

Consumers and The Economic Outlook - Quarterly Update - UK

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...