

June 2012

Menu Flavours - UK

“Operators have to be proactive in marketing new menu additions – this means spelling out reasons to purchase as well as communicating what they consist of.”

May 2012

Pub Catering - UK

“There is no doubt that pubs have to work harder to keep up with trends in the wider eating out market in order to stem the decline in visitor numbers. Actively chasing footfall is a must which can be approached through strategies such as targeting specific consumer groups more directly ...

April 2012

Ethnic Restaurants - UK

Mainstream ethnic operators need to keep up with what the rest of the eating out market place, and smaller, emerging players in the ethnic restaurant sector, are doing in order to remain relevant to consumers. Otherwise the market is in danger of losing even more trade to in-home alternatives and ...