

December 2012

Eating Out: The Decision Making Process - UK

“More than six in ten diners state that price promotions would encourage them to try a new restaurant, highlighting the unsurprising appeal of discounts as consumer budgets remain under pressure. However, a similar percentage states that recommendations from friends/family would make them more likely to visit, suggesting that using ...

November 2012

Sandwiches and Lunchtime Foods - UK

“Product innovation based around added-value attributes (eg contains one of your five-a-day) and an offering differentiated from at-home foods should help operators to better compete with packed lunch options. A focus on fresh products offers one avenue of exploring such differentiation, also coming across in the consumer research of this ...

October 2012

Contract Catering - UK

“With consumers continuing to cut back on areas of secondary expenditure, the lunch market is more vulnerable than dinner occasions which benefit from associations with ‘experience’ and leisure. As such caterers have to balance the contrasting demands of employers looking to cut costs and reduce risks with the need to ...