

November 2014**中国菜单洞察 - China**

“健康食材（如燕麦和谷物）的普及和有机概念宣称的发展仍无法超越中国传统烹饪方法在消费者心中的地位。然而，这始终是菜单创新循序渐进的发展步骤。同样，餐厅提供更小份量、自由组合和配搭不同菜肴和为不同人群所设计的菜肴等创新引领餐饮业迎接新时代的到来。”

— 刘欣琪，研究分析师

September 2014**Menu Insights - China**

“The influence of diverse ethnic flavours and the solid loyalty towards local specialists make China a complex foodservice market. While food safety has a significant continuous social impact, the focus point should go beyond East versus West and spark menu diversification. To find a new equilibrium between diners' desire for ...