

June 2013

Eating Out Review - UK

“A renewed focus on the basic principle of emphasising the ‘experience’ of eating out should help operators reclaim market share, particularly in sectors such as pizza/pasta restaurants where brand loyalty is low due to an extended period of heavy discounting.”

May 2013

Pub Catering - UK

“Whilst increasing the ‘experiential’ element will help create a buzz around the dining/leisure occasion, operators should also be concentrating on improving engagement rates with consumers’ pre-/post-visit in order to increase the likelihood of turning diners into ‘brand ambassadors given the weight diners put on personal recommendation in venue ...

April 2013

Hotel Catering - UK

“Over a quarter of consumers think that hotel restaurants are too formal and that they lack character/ atmosphere. The onus is therefore on operators to inject fun and personality into their brand positioning and venue design.”