

March 2020

菜单洞察——区域美食 - China

“大多数地方速食粉/面尚未进入全国市场。商家可考虑定位旅游场合，与网红或名人合作，在直播活动中推广其产品，以博得更多关注并促进销售。在区域美食餐厅，本土化不仅需提供当地美食，还应向消费者介绍其菜肴的特色。商家可着重在烹饪方式和当地食材方面下功夫。

— 王皓，研究分析师

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Menu Insights - Regional Cuisines - China

“Most types of regional instant noodles have not reached the national market yet. Businesses could consider targeting travel occasions, collaborating with KOLs, and pushing their products on live streaming events to draw more attention and promote more sales. In regional cuisine restaurants, localisation needs to be about more than just ...