

## Fast Casual Restaurants - UK - August 2011

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"Diners pay little attention as to whether the industry describes a restaurant as a mixed-, limited- or quick-service venue. Instead, their focus is on whether the concept is convenient, value for money and provides them with an experience and point of interest. Many fast casual operators have been successful predominantly because they have been innovative and proactive in responding to changing market conditions. As such, there are many lessons for the rest of the eating out market to learn from brands in this area."

– Helena Spicer, Senior Foodservice Analyst

### In this report we answer the key questions:

- How can menu innovation drive sales in the fast casual market?
- What factors can the fast casual sector leverage to support growth as consumers remain cautious?
- How can the fast casual sector appeal to the slowly growing family market?

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**EMEA:** +44 (0)20 7778 7151  
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