

Menu Flavours - UK - June 2012

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“Operators have to be proactive in marketing new menu additions – this means spelling out reasons to purchase as well as communicating what they consist of.”

– Helena Spicer, Senior Foodservice Analyst

In this report we answer the key questions:

- How can operators counteract the decline of the three course meal?
- How can drinks menus combat falling usage in the on-trade?
- How can operators use the internet to drive interest in their dishes?
- What role can innovative dishes play in helping venues drive footfall?

At present operators in the eating out market are having to balance not only contrasting factors such as low consumer confidence and risk averseness but a rising sense of ‘recession fatigue’. This has led to trends such as restaurants/pubs introducing new flavours in familiar formats such as burgers and pies. Meanwhile, the street food movement is hinting at potential future mainstream menu development, with concepts such as skewers and meatballs starting to gain ground in urban markets.

This report looks at food/drink flavour trends on menus in the foodservice market and developments in eating out preferences in the UK specifically. Its aim is to explore the existing trends in menu development and look forward to what is on the horizon.

The issues of flavours on menus can be interpreted a number of ways and can be investigated from a number of angles, however, due to the diverse nature of this subject not all areas can be explored within the remit of this report. Therefore this report is not intended to be used as a menu-planning guide.

This report highlights the main trends currently driving the eating out market and their effects on menu development. It also explores some of the major issues affecting the direction of the eating out market in general. This is primarily a consumer-based report.

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