

## Quick Service Restaurants - US - August 2013

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“Operators are struggling with the need to provide low prices at a time when commodity costs are quickly increasing. Quick service restaurants must wean consumers off the idea of price and provide extra value in order to justify increases.”  
– Bethany Wall, Foodservice Analyst

### This report looks at the following areas:

- How do quick serves compete on price, even as costs rise?
- How can quick serves answer to the threat of fast casuals?
- How can operators capitalize on the aspects of QSR that consumers value most?

The recession and subsequent years have had a significant impact on the quick service restaurant (QSR) segment, for both operators and consumers. Value-pricing initiatives have kept patrons engaged, but consumer demand, media attention, rising commodity prices and the constant threat from competing segments have driven the fast food industry to rebrand itself and provide more upscale and healthier menu choices. While QSRs are shifting to become more like fast casual restaurants, they must be able to keep some of their core identity in terms of products and services to retain traditional customers.

This report explores the current state of the QSR segment of the restaurant industry, and will incorporate proprietary research featuring menu analysis and consumer data regarding attitudes and behaviors toward fast food dining, revealing strategic insights and actionable opportunities for operators.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Innovators and Innovations – Fast Casualization

- Better-For-You alternatives are attractive to consumers
- Customization creates upscale items at low cost
- Gourmet items for sophisticated consumers
- Salads and wraps highlight fresh ingredients
- Upscale breads, upscale image
- Remodeling
- Transparency

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- Late night daypart
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- Childhood obesity and diabetes

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Grocery stores  
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### Key points

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