

Innovation on the Menu - US - September 2016

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"Menus are increasingly getting more layered with flavors, ingredients, and preparation methods. Restaurants are facing increased pressure to create a menu that is both comprehensive and digestible for foodies and non-foodies alike."

- Diana Kelter, Foodservice Analyst

This report looks at the following areas:

- **Balancing innovative and traditional preparation methods on the menu**
- **Waiting in line for a restaurant is not universally accepted across generations**

The purpose of this Report is to analyze consumers' attitudes, behaviors, and perceptions surrounding innovation on the menu. It will also examine how perception of menu innovation varies across demographics, generations, regions, and by race.

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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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