

Menu Flavours - UK - February 2017

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“The spectacle of freshly prepared food gives people additional reasons to visit a restaurant, given the frugal mindsets of today’s consumer. In terms of flavours, diners want to see more ethnic flavours injected into familiar dishes. When it comes to grab-and-go lunch options, diners seek a wider range of hot foods.”
 – **Trish Caddy, Foodservice Analyst**

This report looks at the following areas:

- **Consumers need additional reasons to visit**
- **British ingredients in demand**
- **Diners want customisable desserts**

A rise in import prices presents an opportunity for food operators to bring British cuisines and ingredients to the fore. The fact that over-55s are most interested in British cuisines over other cuisines should bode well, considering that the population is forecast to rise. Tasting menus are also an opportunity for venues to broaden appeal and drive footfall across all age groups.

Given that consumers want to know what they are eating and if their purchases are worthwhile, venues that can offer the spectacle of food freshly prepared in front of the diner will stand out from the crowd. A wider range of hot foods can also help increase footfall, especially at lunchtime, as consumers look beyond cold sandwiches.

Given that diners want to see more ethnic flavours injected into familiar dishes allows operators to innovate around lesser-known flavours without drastically overhauling their core product offering. When it comes to desserts, on the one hand, consumers still see them as indulgent treats regardless of sugar content, and want to be offered a range of different dessert sizes when eating out.

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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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Abbreviations

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