

Flavor Innovation on the Menu - US - 2023

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Flavor innovation trends
- Factors that encourage new flavor trial
- Flavors that are most popular with consumers, across menu sections
- Innovative concepts consumers are interested in

Many of the stressors that emerged during the pandemic continue to impact the foodservice industry, and labor remains a key point of concern. To attract and retain staff, operators are working with employees to improve their experience by offering more flexibility, better compensation and hours and career development. These necessary improvements are also driving up labor costs, and paired with increased cost of food, operators are having to raise menu prices.

Increased cost of food both at home and away from home is forcing consumers to rethink their food budgets. For some, cooking at home is an easy way to save money, while others feel that foodservice saves them time and effort for a few extra dollars. However, tightened budgets overall may deter consumers from experimenting, and so operators will need to promise and deliver an enjoyable overall dining experience.

Despite inflation, consumers are generally excited to try new flavors, cuisines and menu items. Pent-up demand for dining experiences means operators can rely on steady traffic to launch their newest flavor innovations, something a majority of consumers are excited to try.



“Consumers are eager for more flavor-forward dining experiences that deliver on taste, value and entertainment.”

– Varchasvi, Analyst, US
Foodservice and Mintel Menu Insights

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THE FOODSERVICE CONSUMER – FAST FACTS

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