

## Contract Catering - UK - September 2013

Report Price: £1750.00 | \$2834.04 | €2223.04

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*“Menu innovation represents a key opportunity for operators to bolster sales in the higher education sector where a fifth of students currently state that they avoid or limit their use of catering on campus as the current food choices are too boring.”*

– Helena Spicer, Senior Foodservice Analyst

### This report looks at the following areas:

- How can more targeted outlets help university catering capitalise on the variety of usage occasions?
- How can university caterers leverage menu trends in the wider eating out market to drive sales?
- What other cross-category lessons can university caterers benefit from?
- How can temporary concepts help university caterers create more standout options?

The contract catering market has experienced slow recovery since the dark days of 2010 when sectors such as business & industry were blighted by high unemployment figures, the recent news of rising confidence among businesses offering hope of further improvements. However, public cuts continue to intensify tough trading conditions for sectors such as healthcare and education whilst operators generally are having to work harder to fight for market share in an industry which is contracting in real terms and which continues to face intense competition from the high street and a still subdued consumer spending climate.

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