

# Menu Insights - Regional Cuisines - China - February 2020

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## This report looks at the following areas:

- Develop regional instant food to go nationwide
- Localisation is not just about offering regional food but also highlighting special characteristics
- Operate exotic cuisines in higher tier cities

In regional cuisine restaurants, localisation needs to be about more than just offering regional dishes but also about telling consumers about what's special about their cuisines. Businesses could tell these stories with a focus on aspects like cooking methods and regional ingredients.



“Most types of regional instant noodles have not reached the national market yet.

Businesses could consider targeting travel occasions, collaborating with KOLs, and pushing their products on live streaming events to draw more attention and promote more sales.”

- Belle Wang, Research Analyst

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#### THE MARKET – WHAT YOU NEED TO KNOW

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- **Abbreviations**

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