

## August 2023

### Foodservice Coffee and Tea - US

"Elevated foodservice coffee and tea drinks that are not easily replicated at home and that deliver on quality and affordability will encourage patrons to justify AFH experiences as they remain challenged to limit discretionary spending due to inflation. Coffee and tea operators must nail down the basics to continue to ...

### Restaurant Takeout and Delivery - US

"Consumers are opting to explore restaurant takeout and delivery methods that limit the added fees and higher prices associated with third-party delivery. Interest in direct ordering for takeout and delivery is quickly growing as consumers seek special offers and discounts through loyalty programs. Operators that provide off-premise experiences that are ...

## July 2023

### Plant-based Proteins on the Menu - US

"For diners, plant-based proteins aren't winning against meat on core factors that define a great meal. Operators need to aim beyond the goal of simply achieving taste and texture parity with meat, and offer diners something worth coming back for – a novel dining experience that feels premium and features ...

### Consumers and the Economic Outlook - US

"The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

## June 2023

### Fast Casual Restaurants - US

"Fast casual restaurant menus offer relatively healthy and customizable options at a value comparable to fast food restaurants, yet these attributes aren't always recognized by diners. The segment is winning on convenience and value; but as discretionary spending tightens, fast casual operators are tasked with demonstrating the versatility of their ...

### Sandwiches and Burgers - US

"Sandwiches and burgers have long provided versatile options on menus, offering customization and elevated ingredients to keep consumers engaged. Operators must hone in on the attributes these mainstay menu items offer, especially those surrounding quality, freshness, affordability, and convenience. Further engaging with consumers through loyalty rewards and promotional activity will ...

## May 2023

### Foodservice Loyalty - US

"Amidst the noise of a multitude of loyalty and subscription programs in the foodservice market, one obvious concept bears repeating – foodservice loyalty cannot exist without providing high-quality food/beverages and service, and it will not sustain without meaningfully engaging loyal consumers. While operators have many successful examples of loyalty ...

### Restaurant Marketing Strategies - US

"Word-of-mouth recommendations from family and friends remain the most prevalent restaurant discovery source, followed in importance by reviews on social platforms that speak to taste, visual appeal, and service. The foodservice industry remains competitive, especially as consumers become more digitally connected,

heightening the need to stand out through communications that ...

## April 2023

### Quick Service Restaurants - US

“Fast food restaurants’ competitive edge, value, is at risk amidst economic uncertainty and tightened consumer budgets. QSR operators will need to work harder for consumers’ dining dollars, justifying the increase in menu prices by improving menu offerings, sustaining tech investments and delivering a highly personalized dining experience that builds long-term ...

## March 2023

### Restaurant Value and Pricing - US

“While many consumers will choose to cut back on their away-from-home dining experiences to save money, operators can maintain visitation by delivering on value through appealing prices, but not at the expense of taste and quality. Finding the right balance between cost savings and promotional deals without compromising the experience ...

## February 2023

### Casual Dining Restaurants - US

“Having consistently delivered on menu variety, quality, and value despite labor and supply challenges, the casual dining segment is primed to leverage consumer loyalty, innovate boldly, and participate in emerging consumer trends, while maintaining its mass appeal as an affordable dining experience that feels reliable and special.”

– Varchasvi ...

### Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers’ positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these

### Convenience Store Foodservice - US

“C-store operators have an opportunity to build strong, long-lasting relationships with customers through loyalty memberships that encourage repeat visitation and boost the purchase of in-store food and drink items. Consumers will continue to seek out a wide variety of high-quality menu and packaged food and drink items that can fulfill ...



## Foodservice - USA

sentiments six months from now – which is when experts project the US to enter a mild recession – ...

### January 2023

#### Flavor Innovation on the Menu - US

“Consumers are eager for more flavor-forward dining experiences that deliver on taste, value and entertainment. Bold innovations with unfamiliar flavors, ingredients, and cuisines will stand out, especially as diners seek more excitement and engagement from their dining experiences in the current inflationary environment.”

### Upcoming Reports

**Foodservice Alcohol Trends - US -  
2023**

**Healthy Dining Trends - US - 2023**

**Restaurant Breakfast and Brunch  
Trends - US - 2023**

**Foodservice in Retail - US - 2023**

**Pizza Restaurants - US - 2023**