

Full Service Restaurants - Casual, Family and Fine Dining - US - April 2015

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Foodservice operators, including full service restaurants, have been focusing mostly on Millennials, but there are other demographics that also offer lucrative opportunities, such as Baby Boomers and Hispanics. Since price is still a consideration for so many of the younger population, it makes sense to focus on those with more disposable income."

– Julia Gallo-Torres, Food&Drink/Foodservice

This report looks at the following areas:

- How can FSRs appeal to older demographics?
- How can full service restaurants cater to diners who are still cost-conscious?
- What lessons from fast casuals can FSRs learn?

Full service restaurants are combatting the competitive forces of the fast casual segment by updating menus to include more freshly prepared foods, offering faster service during lunch, and using technology such as online ordering and apps to help streamline and improve accuracy of orders and cut down on in-store wait times. They are renovating stores to provide more contemporary and inviting spaces. These tactics are resonating with consumers, who now have the disposable income to return to full service restaurants on a more regular basis.

Definition

Post-recession, consumers are returning to the foodservice arena. However, as commodity prices go up, so does the cost of dining out. Therefore, consumers are still cautious with spending and seek foodservice venues that give them good value. However, this does not mean the cheapest food, rather foods that are healthy, freshly prepared, and nutrient-rich. As more full service restaurants recognize these important needs, consumers are responding and sales in full service restaurants are rising.

This report builds on the analysis presented in Mintel's *Full Service Restaurant – US, April 2014*, as well as the *Casual Dining Restaurants* series of 2008-2013, *Family Midscale Restaurants* series of 2010-2013, and *Fine Dining Restaurants* series of 2008-2010.

The market size estimates in this report cover full-service restaurants, defined as: establishments with waiter/waitress service, in which customers order and are served while seated; may also sell alcoholic beverages and offer carry-out services.

Value figures throughout this report are at retail selling prices excluding sales tax unless otherwise stated.

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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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