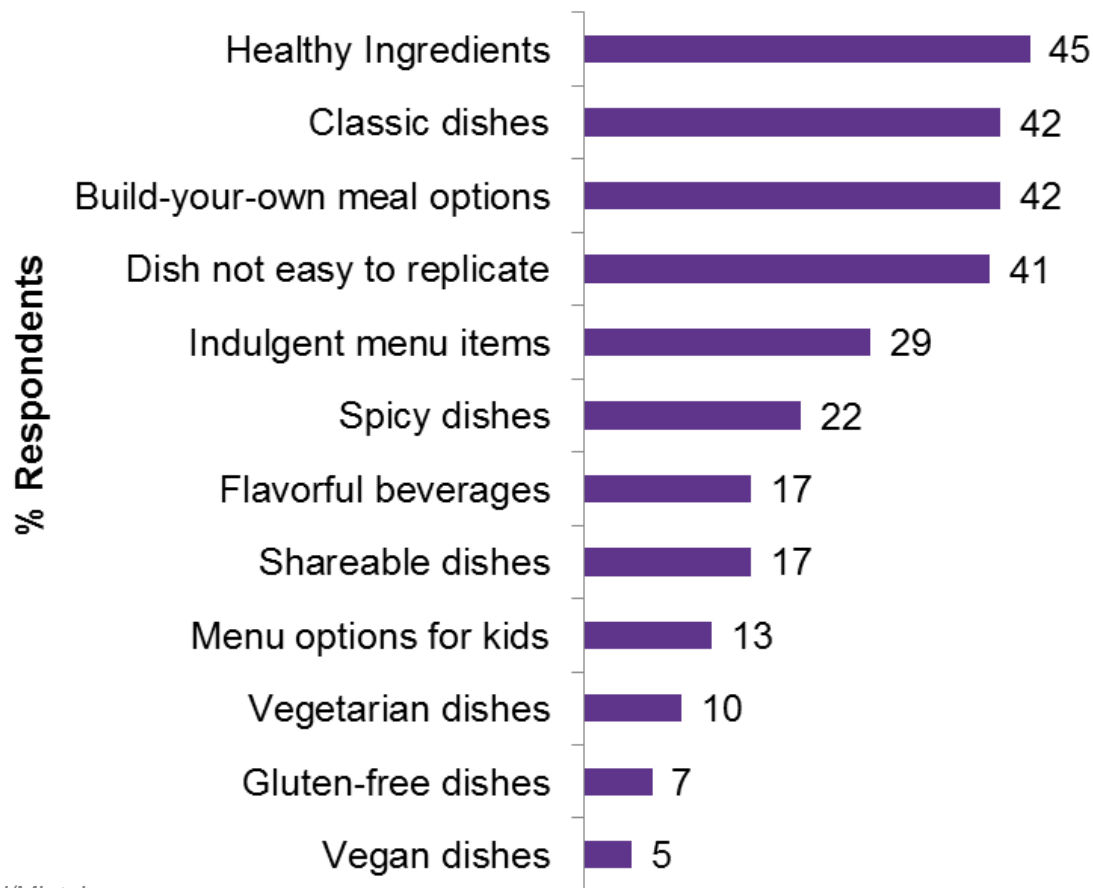


Consumers crave the classics

Consumers crave something new and unexpected, but they still want to have a sense of what they're getting. Restaurants have to find a balance that can satisfy consumer preferences within an evolving foodie culture. Build-your-own menu options are one way to offer classic dishes in a new format, while placing innovation in the hands of the diner.

MENU CHARACTERISTICS, ANY RANK, AUGUST 2016

“When ordering food or drink from a casual dining restaurant, which menu characteristics are most appealing to you? Please select your top three choices and rank in order of importance, with 1 being most important.”



Source: Lightspeed/Mintel

Base: 1,903 internet users aged 18+ who have visited a casual dining restaurant in the past three months



iGens expect innovation

CASUAL DINING VISITATION MOTIVATORS, BY GENERATION, AUGUST 2016

“When ordering food or drink from a casual dining restaurant, which menu characteristics are most appealing to you? Please select your top three choices and rank in order of importance, with 1 being most important.”

iGens grew up in a foodie era and certain menu elements have become an expectation rather than a want. As this generation moves into a more independent period of life post-college, their dining preferences will become an area to watch in the coming years. Millennials have already started to drive these trends while dining out and there is an opportunity for restaurants to offer classic dishes consumers crave while experimenting with new flavors that will satisfy the adventurous palate of younger generations.

