Menu Flavours - UK - February 2015

Report Price: £1750.00 | $2834.04 | €2223.04

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"The interest in trying new dishes as hobby further signals the importance of unique dishes in driving interest particularly among those who see themselves as 'foodies' and underlines the role of dining out as a leisure activity, competing with other experiences."
– Helena Childe, Senior Foodservice Analyst

This report looks at the following areas:

- Tasting plates offer operators a way to create standout and add interest to pork dishes
- Standout dishes offer a means for brands to drive buzz and drive up spend per head
- Cocktail innovation is high on the agenda as operators look to offer something different

Despite momentum in the economy in 2014 and rising consumer confidence, noticeably fewer people are using foodservice outlets at least once a fortnight. As such, menu innovation is needed to re-ignite consumers' willingness to spend on this category.

Whilst the rise of the 'foodie' is nothing new, in recent years, the concept has developed from the previous exclusive image of foodies as food critics or snobs to a more inclusive concept that pitches everyday diners as food enthusiasts. Social media has played a key role in this democratisation of the foodie as consumers have used platforms such as Facebook and Twitter to share, and often boast, about their restaurant experiences. 'Stunt' food creations such as doughnut burgers and unusual drinks serves looking to create the 'wow' factors such as cocktails in miniature bathtubs, top hats and milk bottles are playing into this.

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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