

Menu Trends - UK - January 2019

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“It is clear that people are paying attention to their health when eating out-of-home. But the conversation about healthy eating is ever-changing, especially when people's knowledge on how they should eat right is continually being undermined by the latest fad diets or lifestyle choices.”

– **Trish Caddy, Senior Foodservice Analyst**

This report looks at the following areas:

- **A healthy balanced meal is a key trend for 2019**
- **Will operators lose custom by not catering for vegans?**
- **Can restaurants launch own-brand retail ranges?**

Breads and cereals are the mainstays of breakfast occasions for most British people. Beyond that, eating meat is still a part of everyday day life for many Brits.

Operators are now expected to develop dishes that are nutritious, low-calorie, and appropriately-sized, as the government looks set to implement mandatory menu labelling in a bid to tackle obesity. However, operators need to go further than the government requirements in order to cater to consumers' more complex nutritional requirements (ie to eat healthily for their total wellbeing).

Meanwhile, with greater awareness of the health benefits of a meat-free diet as well as the environmental impact of meat production, operators could lose valuable custom by not catering for vegetarians and vegans.

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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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