

## Burger and Chicken Restaurants - UK - September 2012

Report Price: £1750 / \$2723 / €2181

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"Weak brand loyalty and consumer promiscuity continue to dog the chicken/burger bar market with a need for operators to adopt similar strategies as their fast casual competitors in terms of using lifestyle branding techniques to increase their relevancy to specific consumer groups."

- Helena Spicer - Senior Foodservice Analyst



### In this report we answer the key questions:

- How can operators bolster brand loyalty?
- How can fast food operators tap into healthy eating trends?
- How can drinks innovation drive brand engagement?
- What can chicken/burger bar operators learn from other sectors?

Chicken and burger bars are a clearly defined sector of the fast food market. They are largely characterised by the way the leading brands operate so that a McDonald's outlet typifies the burger market, as does a KFC outlet for the chicken market. The way the market has been changing means that although the core product defines these outlets, they also tend to offer other food types. This is particularly the case for burger bars, which also offer chicken and vegetarian options.

The main meal items are served hot, usually from a counter, with the emphasis on speed of service and consistency of product. The format is standardised, with the consumer being able to expect the same offering and standards throughout the country. Some of the smaller brands such as Wimpy have adopted table service as a point of differentiation.

In many leisure and retail park locations a drive-through facility often accompanies the main restaurant. As well as high street and shopping centre locations, transport hubs are an increasingly popular choice for chicken and burger outlets.

Although these outlets are characterised by the takeaway nature of the food, a significant proportion also offer an eat-in facility.

Although small in number by comparison, some outlets in this market such as Nando's offer a more sophisticated eat-in facility where this is the prime focus of their offer. Home delivery is not well established in this market.

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