

## Seasonal Dining Trends - US - January 2017

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"Seasonal is a term with a clearly defined meaning associated with it; however, a more subjective and emotional aspect of seasonal is becoming equally important in foodservice. As restaurants continue to find a balance of how seasonal fits into their overall menu, consumers are paying closer attention to the details that go beyond the ingredients and flavors."

**- Diana Kelter, Foodservice Analyst**

This report looks at the following areas:

- **The fine dining gap**
- **A higher seasonal expectation**

This report will examine consumer attitudes towards seasonal flavor and ingredient trends across dining out segments. It will investigate seasonal components within dishes and beverages and will view it from personal associations to traditional availability.

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Sip, stir and enjoy: A taste for seasonal beverages  
Nostalgia with a dash of innovation

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