



# RESTAURANT TRENDS

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**THE RESTAURANT  
EXPERIENCE IS CHANGING**

- Restaurant Industry Growth
- Atmosphere
- Environmentally Conscious
- Natural/Organic Foods
- Socially Engaging
- Unique/Defining

# Restaurant Industry Growth

**LAST YEAR, FRIENDLY'S, BENNIGAN'S, LOGAN'S ROADHOUSE AND JOE'S CRAB SHACK ALL FILED FOR BANKRUPTCY. THIS YEAR, SUBWAY PLANS TO CLOSE MORE THAN 500 LOCATIONS.**

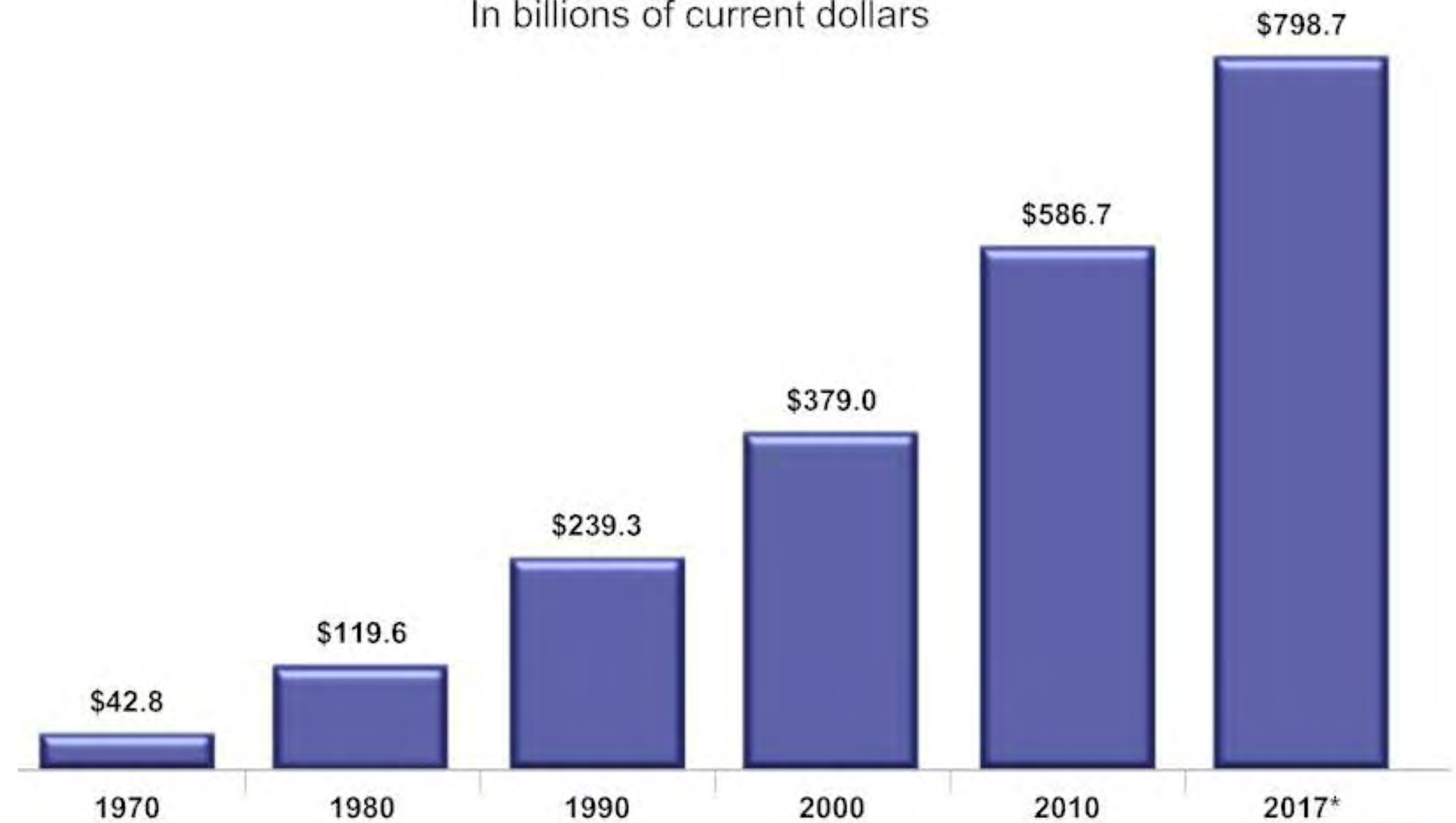
**MANY OF YESTERDAY'S CASUAL DINING BRANDS ARE FAILING**

AMERICANS  
DINE OUT  
MORE THAN  
EVER BEFORE

NATIONAL  
RESTAURANT  
ASSOCIATION  
REPORTED  
ANNUAL  
SALES OF  
\$799B

## Restaurant Industry Sales

In billions of current dollars



Source: National Restaurant Association, Restaurant.org/Forecast

\* projected



# Be Socially Engaging



**WHEN WE TARGET  
MILLENNIALS**

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**DISHES AND  
RESTAURANTS SHOULD BE  
OPTIMIZED FOR SOCIAL  
MEDIA**

software that allows you  
to engage with your  
customers





# Atmosphere



# MENDOCINO FARMS

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**OFFERS CORNHOLE AND FOOSBALL GAMES AT MANY BRANCHES, RECREATING THEIR RESTAURANTS AS FAMILY GATHERING**



**DOGS**  
**WELCOME**  
Water & Biscuits Available -

## PET FRIENDLY

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**CREATING A UNIQUE PET  
FRIENDLY ATMOSPHERE WHERE  
AVAILABLE OPENS A NICHE  
MARKET**

# Unique+Defining



**William Wickwire**

Follow · May 6, 2017 · Edited ·

Saturday lunch in Palm Springs at Lulu California Bistro, 5/6/17.

Always like a party here.

Allen's pre-birthday lunch.

Mom and Dad (Patricia & Robert Wickwire) drove down from Hermosa Beach this morning.

The three course prix-fixe menu is a great value...

[See More](#) — with [Allen Carrier](#) at [Lulu California Bistro](#).

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**Jayson Bourne**

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EXPERIENCE  
DEFINING DISHES  
FIND SOMETHING YOU ARE KNOWN FOR

# Natural+Organic Foods

# ORGANIC

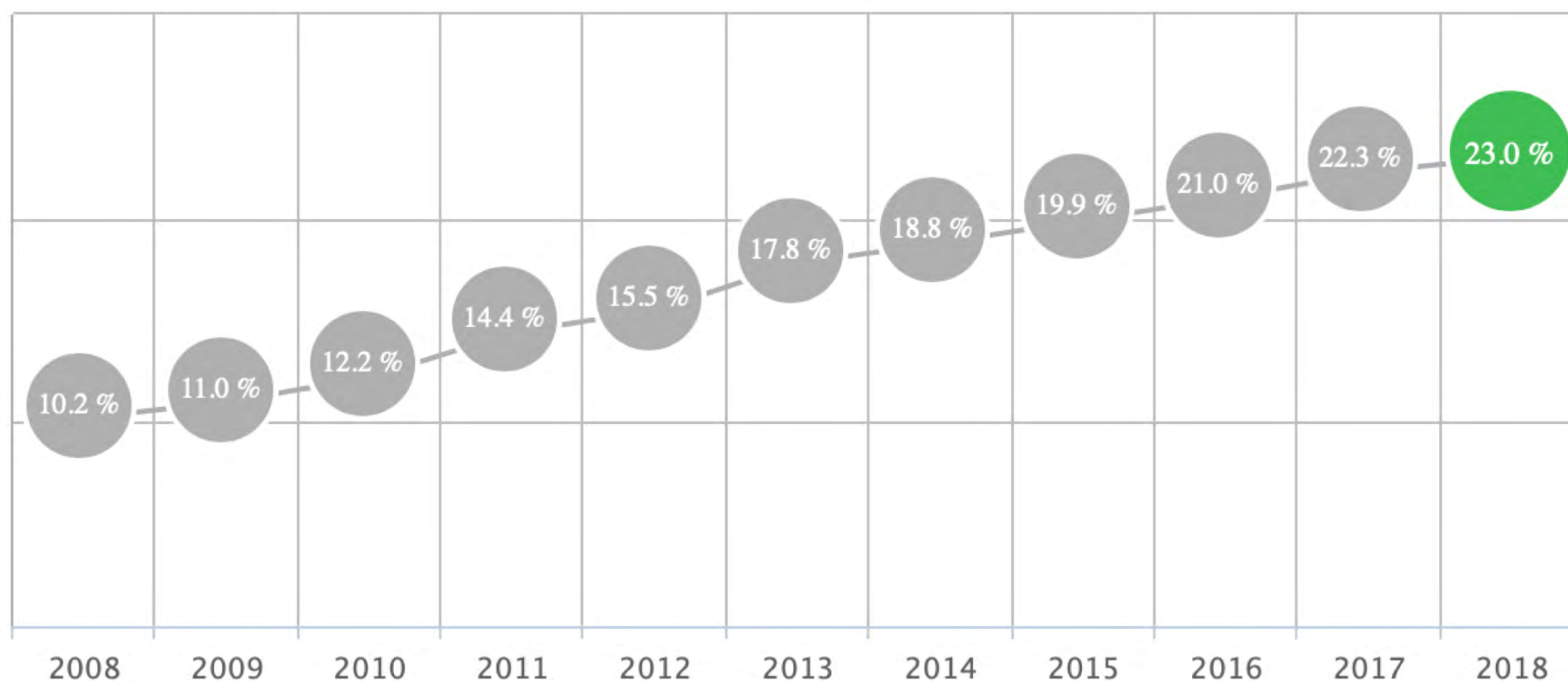
Food or beverages which have had their ingredients grown or raised without chemical or synthetic fertilizer, herbicides, or pesticides.

**23.0%**  
MENU PENETRATION

1-Year Growth **+3.1%**

4-Year Growth **+22.4%**

Total Growth **+125.5%**



US Chains & Independents (2018) | n=992,884 menu items

# NATURAL+ORGANIC PROVIDE THE PERCEPTION OF “HEALTHY”

## FRIED CHICKEN

Whole rosemary brined Mary's Chicken,  
Colcannon (potato savoy cabbage mash)

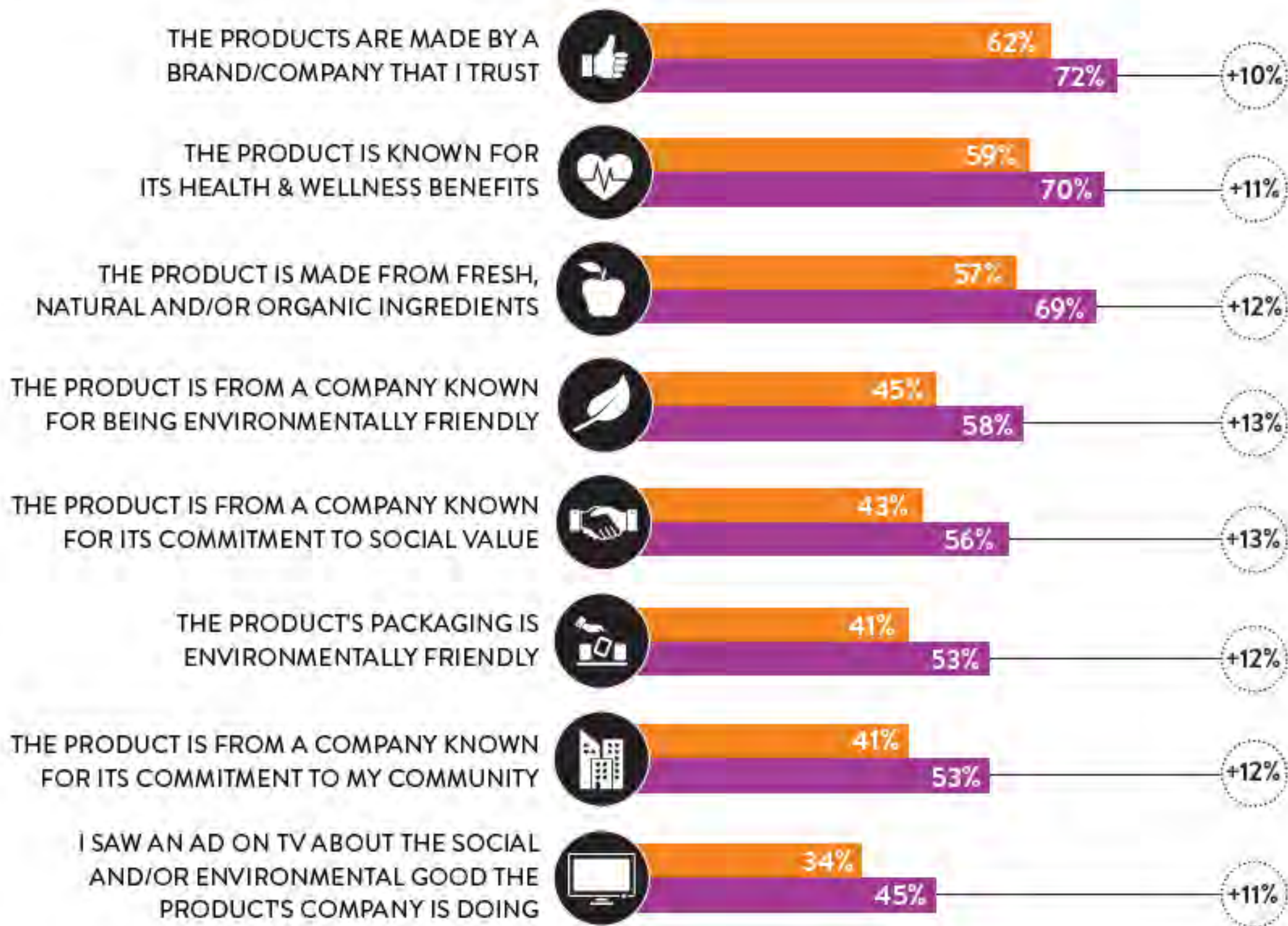




# Environmentally Conscious

# TOP SUSTAINABILITY PURCHASING DRIVERS nielsen.com

Global Respondents vs. Those Willing To Pay More\*



● GLOBAL AVERAGE    
 ● THOSE WILLING TO PAY MORE