



IDDBA WEBINARS | CALL-TO-ACTION WORKSHEET

WEBINAR: What Today's Restaurant Guest Can Teach Us
About Foodservice Consumers of the Future

DATE: April 27, 2023

THE "BIG 5" TOPICS COVERED:

- #1** Shifting Consumer Behaviors: Evolving Restaurant Visit Frequency
- #2** Impact of Inflation on Dining Out: Importance of Value
- #3** Consumer Drivers: Atmosphere and Eatertainment
- #4** Consumer Drivers: Food Quality, Taste and Flavor
- #5** Consumer Drivers: Authenticity

THE "BIG 5" TAKEAWAYS:

- #1** Consumers are continuing to use restaurants and food away from home, just less often. As frequency slows, building customer loyalty becomes key.
- #2** Unlike recessions of the past, consumers aren't widely trading down when dining out. Full-service restaurants are benefiting from consumers' desire to socialize, celebrate and indulge.
- #3** Today's value perceptions go beyond price. Aggressive pushes toward value pricing - a strategy used by many in prior recessionary environments - are only one piece of the puzzle in attracting diners.
- #4** Food quality, taste and flavor are leading consumer drivers, but authentic cuisine plays an important role in building loyalty and guest satisfaction.
- #5** Consumers are considering the entire experience when choosing away from home venues. Atmosphere, ambiance, digital entertainment all play a role, particularly among Gen Z and Millennial consumers.