



2009 Foodservice Fast Facts

**The Economic Impact in Foodservice . . .Tough Year!
Change in Consumer Behavior . . . Eating at home more!
How Restaurants are Changing . . . Innovation!
Restaurant Trends . . . Reflect the Consumer!**

Tough Times in 2009 for the Restaurant Industry !

- According to Technomic, 2009 will be the worst year for Foodservice since it started tracking the industry in 1972.
- Casual Dining & Family Dining expect declines of -3% in 2009. (Mintel)
- 54% of consumers say that changes in the economy have led them to cut back on how much they spend at restaurants. (2008 Mintel)

Consumers are Changing their behavior!

- 52% of Grocery shoppers indicate they plan to eat at home more often this year. (2009 American Grocery Shopper Survey)
- Young adults (ages 18-24) have cut back on restaurant visits: 254 per capita in 2007 vs. 233 in 2008. (4/2009 NPD)
- Less kids! Restaurant visits with kids declined by -3% in 2008. (4/2009 NPD)
- Consumers are "brown-bagging" lunch more - 8.5mm in 2008! (2008 NPD)

How Restaurants are changing!:

- Many restaurants are using innovation to drive customers through the door: LTOs Last fall, October, saw the largest number of LTOs and new menu items in the past 5 years. (Technomic 2008)
- Modifying menus to provide lower cost options to customers or deals, i.e. 2 for 1.
- The restaurant market is condensing due to restaurant and unit closings: 71% of the 111 restaurant companies indicated they would be closing units or reducing the number of new store openings. (2009 People Report)
- Restaurants go Retail . . .Bringing their food and brands to the grocery aisle.

Restaurant Trends:

- Value is in . . . Make it quality and affordable!
- Kids cuisine goes healthy!
- Fresher Foods and Artisan ingredients . . . Make it special!
- Comfort Food with a twist . . . Make me feel good!
- Ethnic Flavors continue to flourish across the menu . . . Mediterranean & Peruvian are emerging!
- Restaurants continue to go **GREEN** . . . New packaging, recycled menus. . .
- Breakfast & Snacks are big!