

Delving into to what your customers expect from you?

How do you meet those needs in a dynamic and challenging market?



*Consumer Needs, Food Trends and Sustainability.*

# Key Points.

- Health
- Sustainability & environmental practice
- Social & ethical practice
- An understanding and protocol when catering for dietary requirements/ allergies
- Offering value for money - this is different to just the cost
- A clear and attractive company message/ethos/brand



# Health.



- The government is setting voluntary targets for the food industry:

To Reduce calories in certain foods 20% by 2024

To Reduce sugar in certain foods by 20% by 2020

- Over 60% of the UK population is overweight
- 1 in 4 of people in the UK are obese
- 3.8 million people now have Type 2 Diabetes and this figure is expected to rise to 5 million by 2020.

It is expected that we will see legislation that makes it mandatory to provide calorie and nutritional information on all food consumed outside of the home.

# Sustainability and Environmental Practices.

- We are seeing a huge change in attitude to what the public expect from companies showing that they are reducing their carbon footprint.
- Moving away from single use plastic packaging & straws.
- Huge growth in loose fruit and veg being sold which is double that of the growth of packaged fruit and veg.

## Reported growth in sales of reusable cups or carry cups:

- Starbucks up 150% - The Sainsbury group 537 % -  
Lakeland 100% - Robert dyas 50% - Wilkinsons 70% -



# Social & Ethical Responsibility

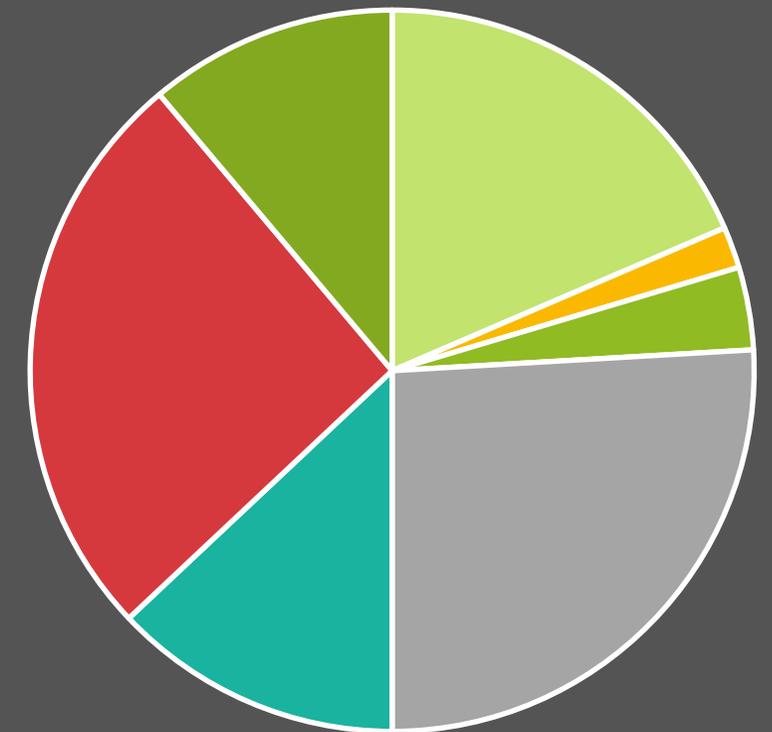


- High expectations from Millennials and Generation Z.
- Importance of animal welfare.
- Working closely with community projects, charities and schools.
- Awareness and collaboration with reducing food waste.
- Working with food banks and your local community.

# Dietary Requirements.

- Key abilities: to understand, and caterer for people with dietary requirements, whether that be by choice or through an allergy or intolerance.
- 10% of the population are lactose intolerant.
- 1% are coeliac but only 24% are diagnosed - which means there is about 1/2 a million coeliacs in the UK.
- It is estimated that 8.5 million people choose to go gluten free.
- 540,000 vegans , and many more choosing plant based alternatives.
- 14% of people now consider themselves flexitarians ( opting not to eat meat occasionally)
- All of these people require a different approach to being served and should be taking into consideration when designing Menus. It isn't just the people that fall into these categories, it will influence their partners or parties decisions about where to stay or book.

Dietaries



- Lactose Intolerant
- Coeliac
- Nut Allergy
- Vegetarian
- Vegan
- Flexitarian
- Diabetic

# Inflation.

The cost of manufacturing, producing, importing and selling food is likely to continue to rise. This increases the importance of planning menus with a very clear focus on seasonality, and locality which will help offset some of these factors.

Key Factors to consider:

- Weaker £
- Potential import duty/taxes on food
- Rising labour costs
- Rising cost of land and rent
- Water shortages around the world
- Rising fuel cost

This will increase the importance of working closely with your suppliers and finding ways to reduce the impact of these increases.

# Value vs Cost.

- Hospitality is all about the experience. Creating a memory.
- We are seeing people moving away from just looking at the price but looking more at what the value of that experience is.
- A Michelin star meal that you will remember forever or the slightly cheaper meal that will just blur into every other dining experience you have ever had?
- Good value is vastly different to being the cheapest.



# What does the future hold?

- We are eating out more than ever , on average twice a week
- In the last 12 months figures suggest that somewhere between 750 and 1400 restaurants have closed
- 25% increase on restaurant closures in the previous 12 months
- Consumers still want to eat out, but there is no room for complacency.
- We are seeing some of the biggest names reducing their sites or closing altogether
  - Jamies Italian – GBK – Byron – Strada - Prezzo –  
Carluccios - Giraffe



# Customer service is Key.

- Exceptional Attention to detail.
- Regular and high quality training.
- Small gestures that turn dining into a memorable experience.
- Remembering peoples names & making them feel special.
- All staff having a great understanding of the not only the menu but what the core messages of the business are.
- Friendly, professional, efficient and courteous at all times!



# How to succeed in this dynamic and challenging environment.

**Know your Market.**  
**Know your Customer.**  
**Know your Area.**  
**Know your Community.**



- Stay true to your key proposition and have a clear strategy, brand, message and ethos:
  - What do you stand for?
  - What message does your brand give to consumers?
- Exceptional and memorable service.
- Work in a responsible, ethical and honourable manner.
- Create a community around your business.