



Words to the Wise

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2007 Restaurant Trends

The nation's 935,000 restaurant-and-foodservice outlets will employ 12.8 million individuals and add two million new career and employment opportunities in the next decade. The industry is heading into 2007 as an economic powerhouse and an essential part of Americans' lifestyle, with Americans spending 47.9 percent of their food budget in restaurants.

"Restaurants touch millions of lives every day by serving quality meals, providing abundant career and employment opportunities for individuals of all backgrounds, and being a driving force in the U.S. economy and local communities nationwide," said Steven C. Anderson, president and chief executive officer of the National Restaurant Association. "The restaurant industry will enter its 16th consecutive year of real growth in 2007, and will have a total economic impact that will exceed \$1.3 trillion."

Organic items are growing in popularity across the board at table service restaurants. Among restaurants that currently serve organic items, 52 percent of fine dining, 42 percent of casual dining, and 27 percent of family dining restaurant operators expect higher sales than those in 2006. Locally produced food items are also growing in popularity. Fifty-one percent of fine dining, 38 percent of casual dining, and 31 percent of family dining operators expect sales of locally sourced items to grow in 2007.

Forty-six percent of Americans say they are likely to use customer-activated ordering and payment terminals if available in their favorite table service restaurant. Younger consumers are more likely to do so, as 71 percent of 18 to 24-year-olds, and 64 percent of 25 to 34-year-olds say they would. About half of all adults – and roughly two-thirds of those aged 18 to 34 – say they would use a self-serve order and payment terminal at a quick service restaurant if it were available.

Thirty-six percent of adults say they are eating on-the-go less frequently now than they did two years ago. In addition, 48 percent say they eat in their car less frequently.

The trend seems to be going to "good for you" food items. Healthy food is on the rise due to the dramatic increase of diabetes.

For more perspectives on 2007 restaurant trends, and how they may impact your business contact FoodWise Group at www.foodwisegroup.com.

Sources Include: Sue Hensley from National Restaurant Association 2007 Restaurant Industry Forecast