

WHAT HEALTHY MEANS NOW

AS CONSUMERS' DEFINITION OF WHAT HEALTHY FOOD IS CHANGES, SO DO THE GOALPOSTS FOR OPERATORS TO PROVIDE FOODS THAT DINERS ARE CRAVING. LEARN MORE ABOUT HOW TO CRAFT MENUS THAT CATER TO THESE NEW EXPECTATIONS AND DESIRES.

WHILE TRADITIONAL "LOW-CALORIE" AND "LOW-FAT" CLAIMS ARE STILL CONSIDERED TO BE MARKERS OF HEALTH, CONSUMERS ARE LOOKING FOR DIFFERENT THINGS ON MENUS NOWADAYS

When I want to order healthy items, I look for _____

61%

Natural ingredients

37%

Items labeled as healthy

35%

Organic ingredients

31%

Local ingredients

44%

of consumers say that gluten-free items are slightly or much more healthy

MOST CONSUMERS EAT HEALTHFULLY, THOUGH THAT MIGHT MEAN SOMETHING DIFFERENT TO EVERYONE

44%

of consumers say they eat mostly healthy, but...

45%

of consumers say their definition of healthy food items has changed over the past two years.

NATURAL INGREDIENTS AREN'T ALL THEY WANT, THOUGH. THERE'S BIG DEMAND FOR MORE "FREE-FROM" FOODS AND "CLEAN" FOODS

Gluten-free

No artificial sweeteners

Hormone-free

Unprocessed

Local Organic

Free-range

Antibiotic-free

Real

Grass-fed

GMO-free

Sustainable

Preservative free

THE FASTEST GROWING HEALTH CLAIMS ON MENUS BY REGION ARE:

MIDWEST: "Skinny" (+57%)

NORTHEAST: "Grass-fed" (+54%)

WEST: "Grass-fed" (+43%)

SOUTH: Gluten-free (+33%)

HOW TO PLEASE DINERS

32%

of consumers say they order soup when they're trying to eat healthfully.

53%

say it's important that the soup they order at restaurants can be bundled with other items.

OPERATORS SHOULD OFFER BUNDLES

soup +



sandwich



salad



beverage

