

BRANDS / INSIGHTS / TRENDS / EXPERIENCES

Your fortnightly high street update, exclusively for hospitality and foodservice operators.
DIGESTING THE MARKET, ONE BITE AT A TIME.

BITES

ISSUE 32

WHAT WE'VE SEEN

New data reveals that bakeries have the opportunity to boost business within the food-to-go market, while research suggests that restaurants that take table bookings could be doing more to alleviate the damaging effects of no-shows. Despite the growth in teetotal consumers, alcohol seems to be growing, and yet another survey shows that more could be done to encourage young people into the hospitality trade.



56%

CANCELLATION FRUSTRATION

More than half of restaurant guests believe that the booking cancellation process needs to be made easier, according to a new survey by HGEM, with 56% expecting an option to cancel in any correspondence. More than a quarter (27%) would like the option to cancel over text message and 17% through a restaurant app.

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