

# eat out

SERVING THE RESTAURANT & PUB BUSINESS

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Some 86% of diners would like to see more frequent menu changes across the hospitality industry, with two thirds expecting at least quarterly, seasonal menu changes in restaurants and pubs, according to HospitalityGEM.

Of diners surveyed, 80% already know in advance what they are going to order from their chosen eatery.

And 75% pick a venue purely for a specific dish on that restaurant's menu.

Steven Pike, managing director of HospitalityGEM, says: "From this research it is clear that the need to change a menu completely should never be an option as many guests do come in looking for that one signature dish. The key here is identifying the dishes that shouldn't change, and training your staff to shout more about the new dishes as the old favourites will sell themselves."



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