

## Diners demand greater menu change

08 Apr 2015

 Print |  Email |  Share |  Save

Diners are demanding menus to change more frequently with two-thirds saying they would expect at least quarterly, seasonal menu changes in restaurants and pubs according to a recent survey by guest management advisory HospitalityGEM.

The survey found that 86% of diners surveyed would like to see more frequent menu changes across the industry with 50% of respondents saying they expect independent restaurants to change their menus monthly.

However 80% of those surveyed said they already know in advance what they are going to order when going out for dinner and 75% saying they choose a venue purely for a specific dish on that restaurant's menu, demonstrating the pulling power of core menu items.

Steven Pike, Managing Director of HospitalityGEM said: "The frequency that menus need to change has always been a difficult question, weighing up the loyalty of diners to a certain dish against the need to remain on trend with seasonal produce. 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."



### SHARE



### RELATED ARTICLES

#### 'Cakeage' unpopular with 80% diners

27 Feb 2015

#### Half of diners concerned about food safety

24 Feb 2015