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HospitalityGEM finds healthy eating at lunch up 62%



▲ A survey by HospitalityGEM into the UK's eating out market has found that 62% of respondents think healthy food choices are more readily available at lunchtime than they were a year ago.

Furthermore, 54% believe this is also the case at dinner, and 47% across breakfast. Healthy choices when eating out are seen as a priority for two thirds of those questioned and the industry seems to be picking up on this trend and reflecting it in their offering.

However, HospitalityGEM's survey found

almost two-thirds of respondents believe that pubs aren't doing enough to provide healthy food options on their menus, with only 4% stating pubs had the best variety. This represents a gap in the market for pub operators to offer reasonably priced, nutritious food served quickly.

"This presents an opportunity for landlords and other operators to evaluate their offering of healthy food to check it's the best it can be for their target audience, possibly through greater menu differentiation for various day parts," says Steven Pike, managing director of HospitalityGEM.