

Short Takes

Dining Insights, Fall 2011

Consumers Want Healthy Foods, But Not If They Have to Pay More

A majority (70%) of Americans want healthier meals in restaurants, but not if they have to pay a premium, a survey by The NPD Group, a market research firm, found. The trend was especially strong among respondents 50 or more years old, of whom only 25% said they would pay a little more and 5% who would pay a lot more.

Among 18-24 year olds, 44% said they would expect to pay the same and 41% said they would pay a little more for healthy foods.

◆ **Our triumph** of nutritional ingenuity has had an unfortunate inverse effect. A dietary free-for-all . . . is producing not the healthiest generation in history but one in steady decline, with epidemics of obesity, cardiovascular disease and diabetes.

– Mehmet Oz, MD, writing in *Time*

◆ **“The plants** you choose [for a rooftop garden] should be local; there’s no need to ship parsley over from Africa, for example.”

– Jakob Hansen, manager, Crosby St. Hotel, quoted in *1honline.com*

◆ **You have heard** repeatedly that if you follow your passion in business you can’t go wrong. But . . . if you put a deaf ear and a blind eye to your customer, all in an effort to stay true to your passion, it may be the death of your business.

– Mike Michalowicz, writing in *openforum.com*

◆ **As Millennials** go through college, their techie ways are changing how institutions of higher education interact with them and feed them. Dining service departments . . . are putting . . . technologies to use in ways that would’ve made Buck Rogers proud, and full.

– *University Business*

◆ **Sixty-two pct.** of Americans eat lunch at their desks, 50% snack at their desks and 27% eat breakfast at their desks, according to a survey by the American Dietetic Assn.

– *ABC News*

◆ **Americans are projected** to increase consumption of sweet snacks and desserts three times more than Canadians within the next 10 years, according to a study by NPD Group, a market research firm. Canadians prefer salty or savory snacks.

– *QSR* magazine

◆ **“Customers who regularly** purchase coffee on their way to work are motivated by the convenience of the location but significantly, they are actually more motivated by the quality of the coffee, making them important loyal customers who return often.”

– Joe Pawlak, Vice President, Technomic, quoted in *Nation’s Restaurant News*

◆ **For the first time** in the vending industry’s history, offices replaced manufacturing sites as the largest single segment of vending locations in 2010.

– *Automatic Merchandiser*

◆ **Mobile eateries** are making inroads with students by offering a wider variety of eclectic fare than they typically find in the [campus] dining hall.

– Janet Forgive, writing in *smartblogs.com*

◆ **Oatmeal** is the top-selling breakfast item at Starbucks and is featured on the menus of McDonald’s, Chick-Fil-A, Denny’s and Burger King.

– *Food Institute Reports*