



Food for Thought

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ABOUT WYOMING RESEARCH

Wyoming Research specializes in cost-effective market research for food, beverages, disposables and cleaning products within the foodservice industry. With the restaurant industry now accounting for 49% of the U.S. Food Dollar, accurate market information is more important than ever. Our sampling techniques are the most representative of the foodservice industry. We provide highly practical and user-friendly information that can be applied to increase share and brand loyalty. Our services include proprietary and syndicated reports for virtually every aspect of the foodservice industry.

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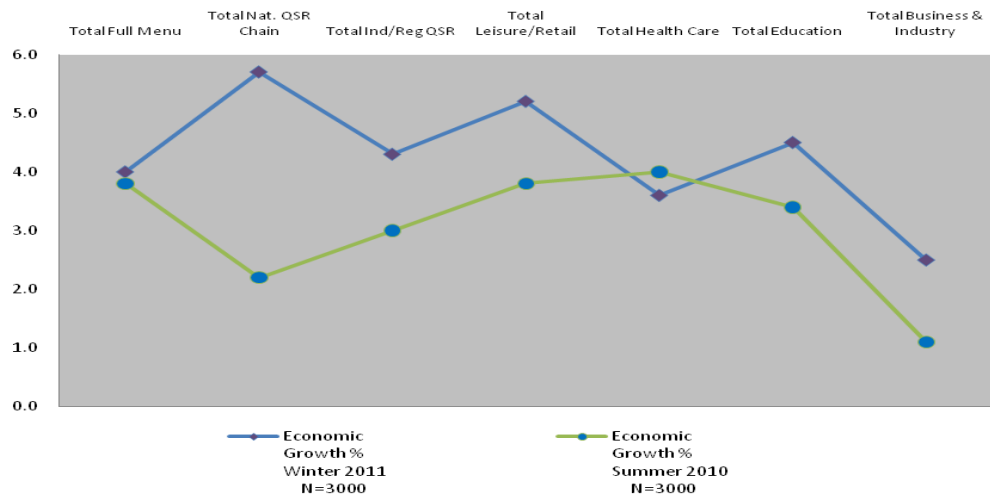
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Surveyed respondents look toward bright future

Anticipated Foodservice Growth for the Next 12 Months



Based on a Spring 2011 survey conducted by Wyoming Research, respondent answers gleaned insight into the foodservice economy's future; and it's a positive one. Respondents were asked if they feel their business will increase, decrease or remain the same in the next 12 months.

In addition, they were asked to provide the percentage of change they anticipate, which could indicate either more or less business. The above graph displays this average anticipated change between 2010 and 2011.

The segments, with the largest positive expected change are National QSR Chains. Their projections increased from a 2.2% in 2010 to a 5.7% expected increase. The QSR segments are finally anticipating a larger increase, showing that the economy might be on the mend.

Surprisingly, Full Menu establishments are holding steady within the market, not showing much of an increase. This could be attributed to the fact that Full Menu establishments have seen the lightest hit during the economic down turn.

Healthcare is the only cluster that maintained a downward trend. This downward trending could be due to the fact that more people are now taking care of the elderly in their own homes.¹

The Business and Industry segment has seen a slight increase over the past year. With the economy thought to be improving, fewer companies are shutting down their foodservice facilities.

¹ http://www.washingtonpost.com/national/health-science/home-health-aides-are-in-demand-as-hospitals-nursing-homes-try-to-trim-rolls/2011/07/06/gIQAJTYRHJ_story.html