



Food for Thought

March
2011

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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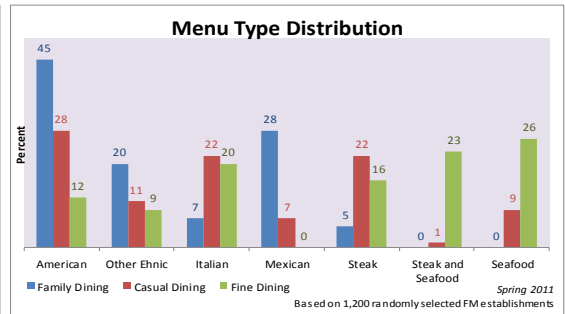
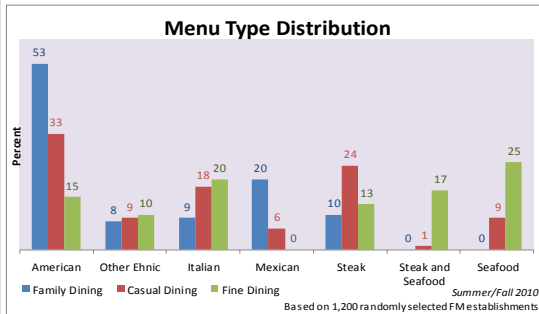
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Menu Type Distribution Summer/Fall 2010 vs. Spring 2011



Consumers are looking for a more diverse menu. When dining away from home, consumers are looking for flavor and flare in the menu.

Even though American menu types are still strong in the market, we have seen an increase in the Mexican and Italian menu types.

While steak and seafood, still have a strong hold on Fine Dining establishments, we are starting to see an increase in the Italian (18% to 22%), as well as the Other Ethnic group (8% to 20%).

The favorite food type at family dining establishments is still American, but there is an increase in the Mexican menu type

(20% to 28%).

In summary, some type of ethnic menu type is being preferred by consumers of today. Establishments may consider revamping their menus to meet with current consumer needs.

Check size varies in Full Menu across regions

On average, the check size in the West is considerably higher than in any other geographical area.

During the fielding of this study, many west coast restaurants, especially in the San Francisco area, had increased their prices due to the rising cost of beef, coffee, and produce; according to an April 2011 article in the *San Francisco Chronicle*.¹

An increase in prices was also due to higher labor costs, due to an increase in the minimum wage; according to the same article.¹

As a result, restaurant owners had to increase their prices in order to offset the rising cost of food as well as higher labor costs.

| | Fine Dining | Casual Dining | Family Dining |
|-----------|-------------|---------------|---------------|
| Northeast | \$31.11 | \$14.64 | \$10.13 |
| Midwest | \$29.97 | \$17.23 | \$9.31 |
| South | \$31.87 | \$15.61 | \$10.07 |
| West | \$34.27 | \$16.37 | \$11.03 |

Check size is collected as an average price per person, excluding alcoholic beverages. Based on 1,300 randomly selected Full Menu establishments.

Spring 2011

¹ Stacy Finz, *Many restaurants expecting to raise prices*, [http://www.sfgate.com/cgi-bin/article.cgi?f=/c/\(a/2011/04/02/BU8611MH4C.DTL](http://www.sfgate.com/cgi-bin/article.cgi?f=/c/(a/2011/04/02/BU8611MH4C.DTL) (April 2011).