

New from Packaged Facts! FOODSERVICE MARKET INSIGHTS



A fresh perspective on the foodservice marketplace



Packaged
Facts

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Packaged Facts' new foodservice reports empower industry participants to respond to consumer needs and behaviors in this evolving market. By assessing today's foodservice landscape, our reports provide insight and direction for tomorrow.

A Unique Perspective on the Foodservice Consumer

Baseline demographics (such as age, household income, gender, and race/ethnicity) are important for consumer analysis, but true insight requires drilling down beyond standard consumer segmentation to provide demographic and psychographic insight on a more granular level.

analysis of key restaurant trends and consumer attitudes throughout the year.

This tracking offers a valuable look at restaurant shopper insight, purchasing decisions, spending patterns, and purchasing outlook—assessed by restaurant segment and key demographics.

Packaged Facts foodservice report draw from our proprietary consumer tracking surveys, providing up-to-date comparative

A fresh perspective on the foodservice marketplace

Titles include:

- The U.S. Foodservice Landscape 2010: Restaurant Industry and Consumer Trends, Momentum and Migration
- Prepared Foods and Ready-to-Eat Foods at Retail: The New Competition to Foodservice
- Breakfast Trends in the U.S.
- Lunch Trends in the U.S.
- Dinner Trends in the U.S.
- Snack and Dessert Trends in the
- Meeting the Needs of Gen Y/ Millennials
- Meeting the Needs of Generation X*
- Meeting the Needs of Baby Boomers*
- Meeting the Needs of Hispanics*
- Foodservice Trends at Schools and Colleges*
- Foodservice Catering Opportunities*

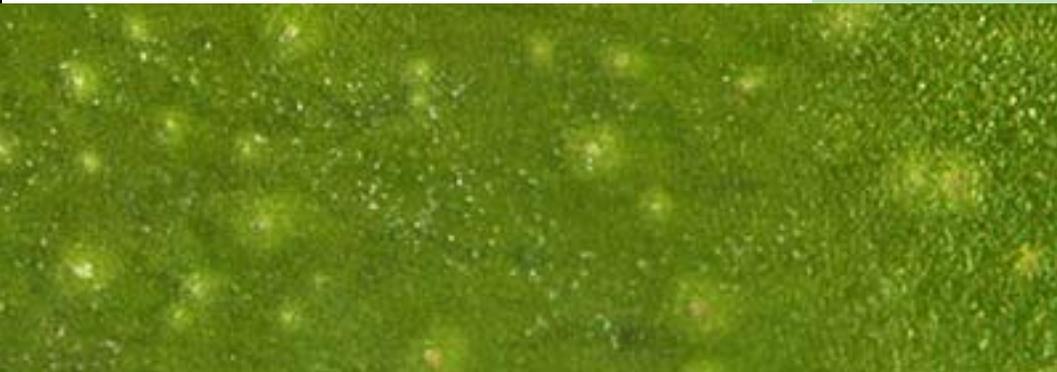
*Titles subject to change



Visit us on the Web

Want a better look at what this series is all about?
Sample pages of our foodservice reports are
available at:

www.packagedfacts.com/landing/foodservice.asp



Data Methodology

Report data is derived from thorough analysis of a comprehensive set of sources, including:

- Proprietary company interviews
- Proprietary consumer surveys
- The U.S. Census Bureau
- The Bureau of Labor Statistics Consumer Expenditure Survey
- The U.S. Department of Agriculture
- The U.S. Securities and Exchange Commission
- The Bureau of Labor Statistics Retail Trade Survey
- Company earnings calls and company presentations
- Trade associations and trade magazines
- Academic journals
- Industry conferences
- Restaurant menu tracking

Sales Analysis

Sales analyses are derived from:

- Trended sales of more than 400 restaurant brands
- Trended restaurant industry sales and usage by:
 - Industry Segment
 - Consumer Demographic
 - Day part
 - Restaurant cuisine type

New Foodservice Market Insight Studies

The U.S. Foodservice Landscape 2010: Restaurant Industry and Consumer Trends, Momentum and Migration

Providing unique insights into consumers' evolving relationship with the foodservice industry, this report helps restaurant operators position their brands—and menus—accordingly. Highlights include 1) directional consumer behavioral and attitude analysis via Packaged Facts' proprietary Consumer Restaurant Outlook Tracker; 2) Via its Consumer Restaurant Usage and Spend Tracker, unique analysis of meal usage by restaurant type, party size and party spend; 3) Share of Stomach sales analysis that trends foodservice sales by segment against its retail counterpart, and provides quarterly same-store comparable trends and guest traffic frequency trends for more than 50 restaurant brands by segment; and 4) current and future menu pricing strategies and consumer brand affiliations.

LA 2624812
May 2010
\$3,995

Prepared Foods and Ready-to-Eat Foods at Retail: The New Competition to Foodservice

This report offers the foodservice and retail industries new insight into the highly competitive prepared and ready-to-eat foods space. Relying heavily on proprietary consumer research, the report provides “consumer drilldowns” and psychographic profiling, offering foodservice operators and retailers unique access to the minds of prepared foods consumers. The report also includes in-depth store audits of prepared foods programs at leading supermarkets, supercenters and warehouse/club stores, providing on-the-ground analysis of store formats, food prices, food types and menu items.

LA 2694891
July 2010
\$3,995

Breakfast Trends in the U.S. Foodservice Market

This report provides unique insights into consumers' evolving relationship with the breakfast daypart, helping restaurant operators position their brands—and menus—for consumers today and tomorrow. Topics covered in the report include breakfast daypart market size and forecast; value, convenience, menu item, and health innovations, strategies and trends; restaurant usage by daypart, according to restaurant segment; breakfast value menus and meal bundles; importance of healthy options related to the purchase decision.

LA 2718792
August 2010
\$3,995



Upcoming Foodservice Market Insight Studies

Lunch Trends in the U.S.

Provides insight on consumer trends shaping the lunch hour (including convenience and ease, menu item characteristics, dining occasion and atmosphere, dining partner, and meal pricing thresholds). The report contains special sections on Budgeters and Healthy Eaters, and “menu pricing thresholds,” which assess the degree to which consumers are influenced by \$3, \$5, and \$10 price points when choosing lunch.

LA 2756365
September 2010
\$3,995

Dinner Trends in the U.S.

This report provides an in-depth analysis on Small Mealers (diners driven toward small portions either by cost or by health preferences) and psychographic analysis of four key lifestyle groups. We analyze dinner daypart restaurant and menu selection patterns of four psychographic groups—Budgeters, Health Seekers, Big Eaters and Deal Seekers.

LA 2756366
October 2010
\$3,995

Snacking & Dessert Trends in the U.S.

This report looks at where and how snacks are eaten, how they fit into consumers’ activities and routines, and the relationship between snacking, hunger and health. It also provides insight on consumer attitudes and behaviors related to dessert formats and purchase incentives; studies rationales for “passing” on dessert at dinner; and drills down into the attitudes and behavior of Dessert Lovers, frequent dessert eaters who make dessert a mainstay of their dining out experience.

LA 2756368
October 2010
\$3,995



Foodservice Market Insight reports include:

“*Share of stomach*” sales analysis of daypart spending by foodservice segment, which includes detailed daypart sales analysis by demographic.

Our sales analysis also includes a combination of metrics (including comparable same-store sales trends and related guest traffic frequency analysis), giving a directional perspective on current sales trends.

Via our *proprietary Consumer Spend Tracker*, Packaged Facts provides directional analysis on consumer spending behaviors and attitudes related to restaurant use. Current consumer behavior, as well as intended consumer behavior during the “next three months,” is assessed according to each daypart.

Menu pricing strategies are now a top priority, as restaurants use the arsenal of tools at their disposal to drive sales, so we provide detailed analysis on related trends and initiatives.

Packaged Facts *analyzes restaurant brands* that play a role in each daypart, which we support with a variety of information, including Food Lifestyle Segmentation and core demographic analysis for low- and high-frequency brand users, as well as sales metrics. We focus on recession-driven responses and menu strategies taking the brands through 2010 and into 2011.



Authoritative Food Industry Research

For 50 years, Packaged Facts has been the leading source of food industry market research. We provide comprehensive coverage of the products and trends that affect the retail and packaged goods industries.

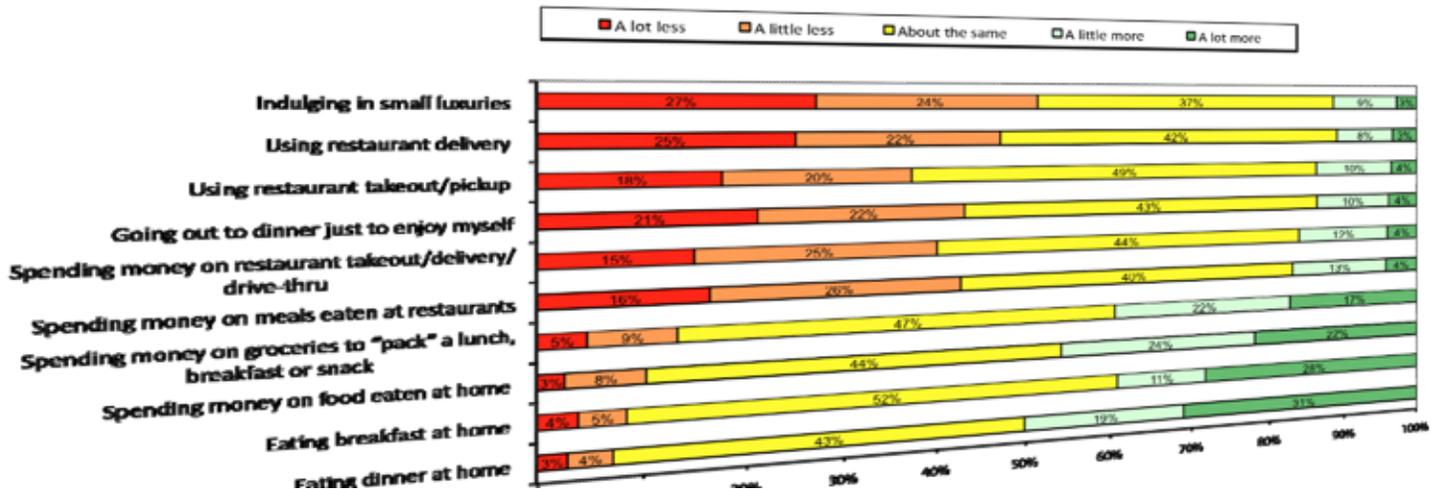
Foodservice Market Insights joins Packaged Facts' Culinary Trend Mapping Report, a bi-monthly report published with the Center for Culinary Development that tracks food trends as they emerge, from white tablecloth restaurants and specialty stores through to food magazines, fast-casual and quick service restaurants, and supermarkets.

A look inside Foodservice Market Insights

- Conversely, restaurant goers are less likely to be using or spending on a range of restaurant procurement methods.

Consumer Restaurant Tracker: Current Behavior: A Topline View

Compared to 3 months ago, how much are you doing any of the following *right now*?



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