

BRANDS / INSIGHTS / TRENDS / EXPERIENCES

Your fortnightly high street update, exclusively for hospitality and foodservice operators.
DIGESTING THE MARKET, ONE BITE AT A TIME.

BITES

ISSUE 23

WHAT WE'VE SEEN

How can you make customers love your brand? According to one piece of research, it's all about sincerity and experience. Live sports is proving a winner for one bar group, while a national restaurant chain looks to treat guests more as individuals and a high street café does its bit to help people in need. Elsewhere, new figures show food and drink categories that are on the up, as well as how people like their chocolate.

CRAZY LITTLE THING CALLED LOVE

More than seven out of 10 (72%) customers believe that one single team member has the power to influence their decision to fall in love with a restaurant brand or not, according to a new study by HGEM. A good customer experience is paramount, with 82% saying they would dump a restaurant brand after a bad one.

[READ MORE](#)

7/10