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H2O Publishing is generating BITES, a digital product that keeps foodservice and hospitality operators up to speed with high street activity. Arriving by e-mail, it summarises key high street findings every two weeks, allowing operators to shape their businesses according to the lessons learned that fortnight...



Brands, Insights, Trends and Experiences

7 out of 10 

**CRAZY LITTLE THING CALLED LOVE**

More than seven out of 10 (72%) customers believe that a 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.

£2.3bn 

**VITAL ORGANICS**

The UK's food and drink market has hit an all-time high of £2.3bn, according to the Soil Association's Organic Market Report. Sales grew 5.3% in 2018, ahead of the non-organic market, and are expected to reach £2.5bn by 2020. Organic sales into foodservice grew almost 8% to £90.9m.

£24.5m 

**NOODLES OF NOODLES**

National noodle bar brand Chopstix saw company turnover for the year to 30th April 2018 climb to £24.5m from £15.6m in 2017. Like-for-like sales during the year for its core eponymous brand increased 3.5%. The group opened 10 new Chopstix sites and acquired The Wok Limited, a portfolio of nine restaurants trading as Yangtze.



**PRET AND PROTECT**

The Pret Foundation has announced the opening of a new home for homeless people, in partnership with West London Mission. The Pret House at WLM St Luke's in London will accommodate up to 13 people at a time, who will live there for six to 12 months before moving into a privately rented home.

yo! 

**NOW YOU SASHIMI**

YO! Sushi has launched a DNA dining concept to provide diners with a meal based on their unique genetic requirements. YO! Dinner, YO! Way comes in response to a new report which found that personalists – people who believe everything should be bespoke to the individual – will be one of the big five emerging food tribes in the next five to 10 years.

45% 

**CHOCOHOLICS ARE NUTS ABOUT FRUIT**

Most consumers are seeking fruit and nut pairings with their chocolate treats, according to the results of a new Dawn Foods survey, mainly because 'it tastes good'. Milk chocolate was the favourite variation of 45% of those surveyed, followed by a combination of milk, dark and white at 30%, dark at 17% and white chocolate falling into last place.

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