

CONSUMER FOOD AND DRINK HABITS REVEALED

A new survey into consumer food and drink habits has revealed the popularity of soft drinks among younger and older diners.

The research, conducted by HospitalityGEM, found that 29% of 18-25 year olds and 45% of over 66 year olds choose a soft drink while eating out.



Gender differences came to light when pairing ales and wine with food, with 12% of men selecting ale compared to 3% of women, and 27% of women choosing wine compared to 20% of men.

"The results highlight the importance of front of house team's interaction with guests," says HospitalityGEM managing director Steven Pike.

"Training can indicate what drinks the operator would recommend with a meal, but interaction can indicate where staff can add something additional to what the guest is already looking for.

"This also provides the front of house staff with an opportunity to upsell.

"It also draws our attention to the importance of a quality and varied soft drink offering.

"With alcohol losing popularity amongst millennials, an attractive soft drink offering paired with the passion of team members could mean the difference between a good and great guest experience."

