

OPERATORS URGED TO PROMOTE LOCAL PRODUCE

Operators are being urged to capitalise on the consumer demand for local produce after HospitalityGEM found that 72% of diners in England look at local ingredients as one of the most important factors when choosing where to eat out.

Across Scotland, Wales and Northern Ireland, 81% of diners said that the use of local ingredients would make them more likely to visit a restaurant.

Furthermore, 57% of diners said that their reason for choosing a dish with locally sourced ingredients was because it supported the local economy.

When it came to menus, the survey also found that diners are looking for operators to be more transparent when using words such as 'provenance', 'local' and 'artisan'.

"The data we've collected illustrates the psyche of diners in relation to local produce and what influences their decision when choosing where to eat," says HospitalityGEM managing director Steven Pike.

"There are many buzzwords for diners when reading your menu, with various recent pieces of research highlighting the importance.

"However, don't be too haphazard in the use of these terms, or diners may begin to question the transparency of your business and the true value of what's on their plate.

Operators are encouraged to highlight how local produce is by distance, to make use of POS notices to explain what local really means, to emphasise the quality of local produce to encourage higher spend, to start the story online via social media, and to ensure that staff are knowledgeable and confident.

