

CUSTOMERS WANT MORE MENU CHANGES IN RESTAURANTS

Research from HospitalityGEM has revealed that 86% of diners surveyed want to see more frequent menu changes in restaurants, with two thirds of people saying they would expect to see menus changed at least quarterly with the seasons.

Independent restaurants are expected to have even more menu changes, with 50% of diners surveyed wanting multiple changes every month.

These figures do not, however, suggest that operators need to completely re-work menus every time – as 80% of diners surveyed already know in advance what they are going to order from their chosen restaurant, and 75% of people choosing a venue purely for a specific dish.

"The frequency that menus need to change has always been a difficult question, weighing up the loyalty of diners to a certain dish against the need to remain on trend with seasonal produce," comments Steven Pike, managing director of HospitalityGEM.

"From this research, it is clear that the need to change a menu completely should never be an option as many guests do come in looking for that one signature dish.

"The key here is identifying the dishes that shouldn't change, and training your staff to shout more about the new dishes as the old favourites will sell themselves."

