



Decline in upselling in restaurants



Upselling in the foodservice industry has significantly declined over the last two years according to figures released by HospitalityGEM, with only 70% of customers experiencing it throughout 2014 compared with 83% in 2012.

The data also revealed that upselling was at an all time low for the industry in December 2014, when it was recorded in just 60% of visits.

“Over recent years we have noticed operators starting to take a more creative approach to upselling in order to make it feel more natural and less robotic,” says Steven Pike, managing director of HospitalityGEM. “Even the term itself is starting to feel a bit dated – replacements include terms like ‘suggestive selling’.”