

ARE YOU A DINING SAINT OR SINNER? HOSPITALITYGEM FINDS OUT



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Indulgent dining is kept to the weekends, special occasions and when dining with friends, with diners remaining healthy and 'saintly' during the rest of the week, according to new research by HospitalityGEM.

Over nine in ten diners (91%) chose to be 'sinful' at the weekend and 83% said they were 'saintly' during the week. Similarly, 89% would only eat healthy foods prior to going to the gym, but 97% would treat themselves on their birthday and 93% would ditch the diet when on holiday.

Steven Pike, managing director of HospitalityGEM, said: "The steep rise of the casual dining sector has led to an increase in outlets that serve healthy, saintly food and those that focus on more indulgent, sinful treats. Superfoods are fast becoming part of the everyday vocabulary, and diet, as are treat foods in equal measure such as premium burgers piled high with toppings and calorie-packed freakshakes.

"There are gaps in the market for restaurants and pubs that serve both the sinful and the saintly of foods with this latest research identifying just when they are most desired. And for those who read our report last week about the trend for 'active dining' – don't worry; it looks like something that only happens on the first day of April."

Over three quarters of diners (79%) are most likely to eat a 'sinful' diet of burgers and 'treat' food as an evening meal and 77% eat a 'saintly' meal of superfoods at lunch time, with breakfast closely behind as 71% would opt for a 'saintly' meal.

When eating with friends and family, diners are more likely to be sinful with friends (81%) than with their family (69%).