

86% OF DINERS WOULD LIKE FREQUENT MENU CHANGES - SURVEY FINDS



Two thirds of those surveyed would like quarterly menu changes in pubs and restaurants

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New research has revealed that 86% of diners would like to see more frequent menu changes across the hospitality industry, with two thirds expecting at least quarterly, seasonal menu changes in restaurants and pubs.

Independent restaurants are under even more scrutiny, with 50% of diners surveyed expecting multiple changes to the menu every month, according to the research by guest experience management experts HospitalityGEM.

However, this doesn't mean that the menu needs to be completely reworked every time, as 80% of diners surveyed already know in advance what they are going to order from their chosen eatery, with 75% picking a venue purely for a specific dish on that restaurant's menu.

Steven Pike, managing director of HospitalityGEM, said: "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.

"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."

Written by [Nathan Pearce](#)