



INTELLIGENT  
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## Nine out of ten diners want more frequent menu changes

The vast majority of diners – 86% – would like to see more frequent menu changes when they eat out, research by the guest experience management company HospitalityGEM has found.

Two thirds of those surveyed by HospitalityGEM said they would expect 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.

This is putting increased pressure on operators of these sites as guests are now expecting a different dining experience on every visit, HospitalityGEM said.

However, this does not mean that the menu needs to be completely re-worked every time, as four out of five diners surveyed already know in advance what they are going to order from their chosen eatery, with three in four picking a venue purely for a specific dish on that restaurant's menu.

This clearly demonstrates the pulling power of a site's hero products, and the value of building a reputation for doing certain favourites consistently well, HospitalityGEM said.

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."