

3 WAYS TO

MAXIMIZE THE QUALITY QUOTIENT

Consumers are increasingly prioritizing value when choosing where to eat.

76% of consumers say value is very important when deciding where to dine.

But value nowadays means more than just a low cost. Now, consumers are looking to other factors such as food quality, brand names, signature menu items and more.

23% of consumers say their definition of getting a good value at restaurants has changed over the past two years; food quality and service are increasingly equated with good value.

HERE ARE 3 WAYS TO MAXIMIZE CONSUMERS' PERCEPTION OF VALUE.

1 FEATURE BRAND-NAME INGREDIENTS ON MENU ITEMS

60%

of consumers say they would be more likely to purchase restaurant menu items that feature brand-name items versus unbranded ingredients.

TIP: For condiments, dips and dressings, be sure brands (and their logos) are visible so customers quickly recognize them; this may make menu items more appealing.

2 CALL OUT QUALITY ON MENUS



77%
of consumers say food quality is important in creating value at restaurants.

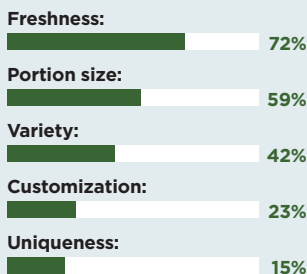


62%
of consumers say they are seeking out higher-quality menu options than they were two years ago.

TIP: Use quality-signifying language on menus; words or phrases such as “natural ingredients,” “house-made” or “organic” all add to consumers’ perception of quality—and in turn, value.

3 CONSIDER OTHER VALUE-CREATING FACTORS

Beyond branded ingredients and quality food, other attributes consumers agree create value include:



TIP: Offer signature or limited-time menu items to generate buzz and highlight uniqueness; consider offering meals in varying portion sizes to suit all appetites; and offer add-ons such as artisanal cheese and other toppings/ingredients, premium breads and brand-name condiments and dips.

DON'T MISS THIS

Don't worry too much about pricing changes:

72%

of operators say that raising menu prices has had no impact on their traffic compared to two years ago, and 14% say traffic actually went up. Just 13% of operators say they had a decrease in traffic.

TIP: If bumping up quality and using brand name ingredients warrants it, raising prices can help bridge the gap, and operators won't have to be concerned about losing business.



SPONSORED CONTENT FROM OUR PARTNER HIDDEN VALLEY RANCH® WITH VENTURA FOODS
Hidden Valley® and Hidden Valley® Original Ranch® are registered trademarks of The HV Food Products Company and used under license by Ventura Foods.