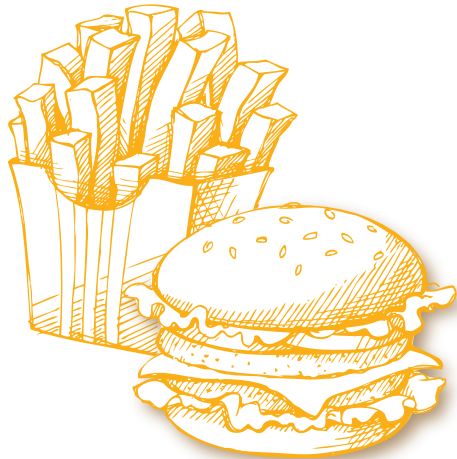


THE CULTURAL CONTEXT OF **FAST FOOD**

Quick Serve Restaurants (QSR) hold a unique place in American food culture that is not easily substitutable.



Source: Dining Out 2016 report, The Hartman Group



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CULTURAL CONTEXT

The car and the fast food drive-thru have historically worked hand in hand as icons of American identity and food sourcing. Consequently, the cultural expectations that Americans have towards QSR as a channel are deeply ingrained to the point that they are largely habitual and assumed.

CONSUMER PERSPECTIVE

“There’s this stigma that goes along with fast food not being healthy for you. I especially feel guilty going to McDonald’s, even though I love their fries.”

Female (38)

“The meal was ready within five minutes. This is a good thing for fast food because they kind of cook to order now. In the old days, fast food places had lots of items ready to go and pre-cooked, and that made it feel less fresh.”

Male (46)

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