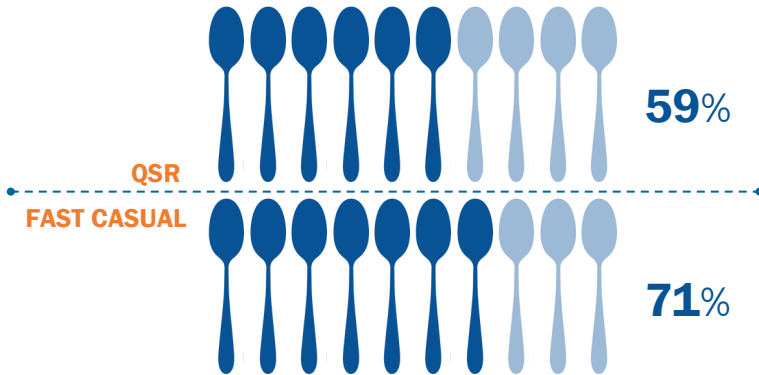


Restaurant Meal Quality: QSR vs. Fast Casual

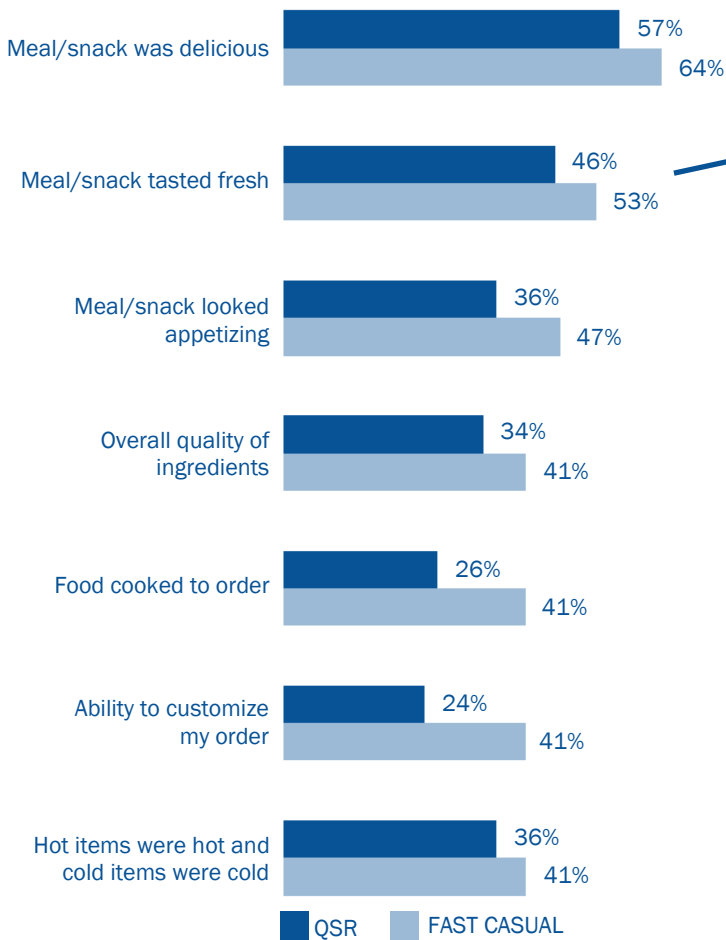
When eating away from home, consumers seem to know what to expect from restaurants, with food & beverage **quality** a universal driver of channel selection



Percentage of consumers **“VERY SATISFIED”** with quality of meal/snack on most recent visit to restaurant

SEVEN KEY FACTORS DRIVING CONSUMERS’ PERCEPTIONS OF MEAL QUALITY

Reasons why **“very satisfied”** with meal quality:



Satisfaction with quality is primarily driven by the **taste of the food**



Source: [Food Service Experience 2016](#) report