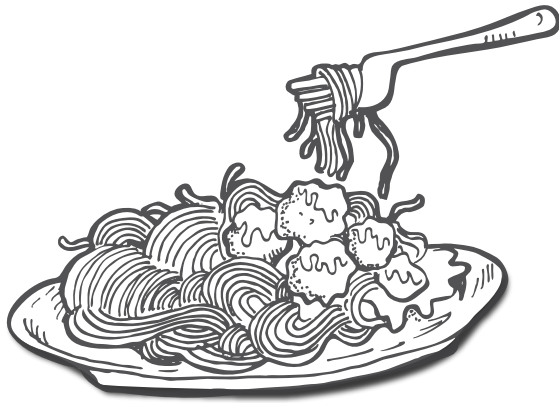


THE CULTURAL CONTEXT OF CASUAL DINING

Once reserved more for special occasions, eating out at Full Service restaurants has become a regular part of consumers' food lives.



Source: Dining Out 2016 report, The Hartman Group



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CULTURAL CONTEXT

Consumers today outsource not only their cooking to Full Service chains but also the everyday sociability that has traditionally been the province of the kitchen table. These restaurants provide ready-made social spaces for people to reconnect with family and friends over food without the burden of having to cook it themselves.

CONSUMER PERSPECTIVE

“I feel like I’m helping my family by cooking, but at the end of the day I’m so tired, and after I’ve cooked, I’m not even hungry. That’s why I’d rather go to a restaurant. You don’t have to cook and serve everybody. You can just sit, converse, enjoy your time with family and actually enjoy the food.”
Female (35)

“Eating is what you do for yourself. Preparing is what you do for others. But I’m a middle-aged man who has to do everything myself. Restaurants are about being social. Otherwise, you can just go to ‘barfyburger’ if you’re just going to eat alone.”
Male (43)

MOST RECENT CHANNEL VISIT DASHBOARD

