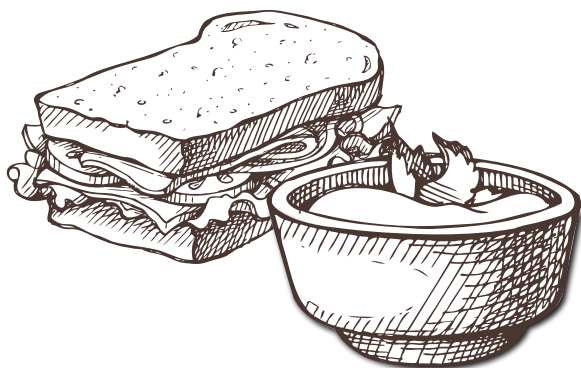


THE CULTURAL CONTEXT OF

FAST CASUAL

Fast Casual continues to redefine consumers' expectations of fast(er) food.



Source: Dining Out 2016 report, The Hartman Group



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CULTURAL CONTEXT

Consumers may be trading down from Full Service restaurants, but they are also trading up from traditional fast food in search of higher-quality experiences. The rise of Fast Casual formats tracks the broader cultural shift away from highly processed foods and toward “fresh,” “real” and “simple” foods.

CONSUMER PERSPECTIVE

“There’s really fast food, like Taco Bell, KFC and Subway, and then there’s places like MOD Pizza. It’s fast, but not the same type of fast. It’s convenient and quick but also better and healthier. There should be a different name for these kinds of places.”
Female (55)

“When I was a kid, all we had was McDonald’s and Burger King. There are a lot more options now, and these new places are all trying to distinguish themselves. They’re trying to be different by being healthier, with things that are organic and humane.”
Male (43)

MOST RECENT CHANNEL VISIT DASHBOARD

