

# WHAT DO RESTAURANT CUSTOMERS WANT?

What are restaurant customers craving the most?

Here are some stats you'll want to know.

## HOW DO CUSTOMERS CHOOSE A RESTAURANT?

**72%** of customers named high quality food as the main influence for choosing a restaurant to visit



**70%** of customers are looking for restaurants that serve healthy food items



**51%**



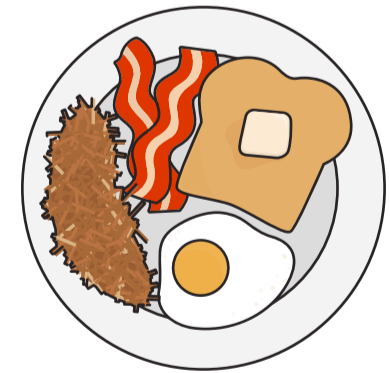
of diners said sustainable cuisines and environmentally-friendly menus are an important deciding factor in selecting a restaurant

## WHAT DO CUSTOMERS WANT TO EAT?



Fermented foods like kimchi and sauerkraut, **have increased 149% on menus in the past year**

**55%** of customers said they would order breakfast any time of the day if offered



Plant-based and alternative proteins are on the rise.

**Jackfruit saw a 54% increase on menus**

