



SHOPPER PANEL SPOTLIGHT

What's really in consumers' minds in their quest for food and beverage? To help you understand the motivations and opinions behind purchase behavior, FONA put together a panel of shoppers. The group spans the spectrum from Clean Savvy to Clean Avoider (visit www.fona.com/clean for details about the personas.) The group gets regular check-ins, and we share our learnings with you!



KEY FINDINGS

Whether they're dining out socially or because they do not want to cook, our panelists say that cuisine type and price are the top 2 factors influencing where they choose to dine. On average, 71% dine out weekly and 29% daily. The cuisines tied for #1 are Italian and Mexican. Our panelists like to dine on the wild side and say they like trying new flavors and dishes when dining out. And calories do not influence how they choose menu items.

83%

say they dine out mostly with friends, and love being social

83%

say cuisine type is main influence when choosing a restaurant

61%

say price is a secondary influence when choosing a restaurant

50%

say "it's a treat to go out and not have to cook."

This week, our shopper panel takes on...

DINING OUT

HABITS & FREQUENCY

In this interaction our panelists were asked about their dining out habits. How often do they dine out? What is their favorite cuisine? How adventurous are they when choosing menu items? Who are they dining with? Why are they dining out? Do calories influence what they are ordering?

Adventures in Dining

83%

say they like trying new flavors and dishes when dining out.

ZACH S.

"I like to try as many new dishes as I can! Probably the biggest reason that I love to travel the world."

SARA B.

"I like trying new flavors and dishes. I am always willing to try at least a bite."

DESSERTS FOR SPECIAL OCCASIONS ONLY

We asked our panelists if they order dessert when dining out. 56% said they do not order dessert and 44% said only for special occasions.

RHONDA O.

"We never order dessert when we dine out unless it's a birthday or RARE occasion. The portions in most restaurants are enormous and we end up stuffed with leftovers before we get to dessert."

ANN F.

"I order dessert sometimes — it depends on what the menu has and if I like the restaurant. I like crème brûlée, flourless lava cake (the standard stuff you'll find at good steak places) but I also like to try new stuff for dessert if applicable."

Do you have a go-to menu item that you no longer order because the calorie counts are available?



THEO H.

"Hmmmmmmm. No, because I still eat those meals, but just less often."



RHONDA O.

"Yes, actually. I used to get more salads, but by the time you add the toppings, I am better off with a burger and the protein, unless it's a basic-basic salad."



ERICA N.

"Not really, I just feel more guilty about eating them than previously. However, if there is a meal that is similar in taste with less calories, I would more opt to try that one."



ZACH S.

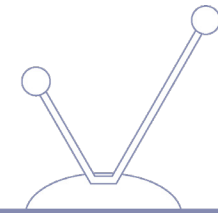
"I don't think it would change my decision unless it were something insane like 1,500 calories."

All this might leave you with a bit of a challenge. We get it, and we can help.

Maybe you're taking inspiration from restaurant menus, but not sure what flavor profiles consumer are looking for. Maybe you're looking to find a balance between great taste and a healthier item. FONA's subject matter experts can help you keep that signature taste AND the label claims your consumers demand. Clean label spans the spectrum. Where does your product fit in? Let's talk. Contact us at: www.fona.com/chat or call 630-578-8600

WANT US TO ASK ABOUT SOMETHING SPECIFIC?

Our panel can help inform YOUR decisions. Let us know what you'd like us to find out from our shopper panel. Email POscarson@fona.com and let's dive in!



FOOD TV

72% say they watch food-related television shows. The top viewed shows include:

1. Chopped
2. Diners. Drive-Ins & Dives
3. Pioneer Woman

THE TAKEAWAYS

1

Adventure Awaits.

The majority of our panelists are interested in trying new flavors and dishes when dining out. One of our panelists even said she will "try anything once." Consider pairing more novel and up & coming flavors with familiar favorites consumers love. Pair sweet and heat or sweet and savory for the ultimate taste adventure.

2

Not Counting Calories.

While it may be shocking to see the calorie counts on restaurant menus, this does not impact the majority of our panelists. Some panelists choose portion control, limit how often they are consuming an item or just feel a tad more guilt after eating it. Even in the restaurant setting, taste still rises to the top as the ultimate decision maker.