SAMPLE SLIDES
get the full report: 312-655-0594 or brian@datassential.com
<table>
<thead>
<tr>
<th>CONTENTS</th>
<th>CLICK TO JUMP TO A SECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>OBJECTIVES &amp; METHODOLOGY</td>
<td>7</td>
</tr>
<tr>
<td>KEY INSIGHTS</td>
<td>8</td>
</tr>
<tr>
<td>PART I: OPERATOR FINDINGS</td>
<td></td>
</tr>
<tr>
<td>BUSINESS FACTORS</td>
<td>14</td>
</tr>
<tr>
<td>CURRENT &amp; FUTURE OFFERINGS</td>
<td>29</td>
</tr>
<tr>
<td>STUDENT FEEDBACK</td>
<td>39</td>
</tr>
<tr>
<td>NON-TRADITIONAL OFFERINGS</td>
<td>46</td>
</tr>
<tr>
<td>MENU PLANNING &amp; PRODUCT SELECTION</td>
<td>58</td>
</tr>
<tr>
<td>CHALLENGES &amp; UNMET NEEDS</td>
<td>67</td>
</tr>
<tr>
<td>PART II: STUDENT FINDINGS</td>
<td></td>
</tr>
<tr>
<td>ON-CAMPUS DINING USAGE &amp; PERCEPTIONS</td>
<td>77</td>
</tr>
<tr>
<td>CHAIN RESTAURANTS</td>
<td>96</td>
</tr>
<tr>
<td>NEW FOODS ON CAMPUS</td>
<td>100</td>
</tr>
<tr>
<td>GROCERY PURCHASES</td>
<td>107</td>
</tr>
<tr>
<td>HABITS &amp; FOOD ATTITUDES</td>
<td>110</td>
</tr>
<tr>
<td>WANTS &amp; UNMET NEEDS</td>
<td>120</td>
</tr>
<tr>
<td>INFO SOURCES &amp; SOCIAL MEDIA</td>
<td>131</td>
</tr>
<tr>
<td>LAST ON-CAMPUS MEAL</td>
<td>141</td>
</tr>
<tr>
<td>OFF-CAMPUS DINING</td>
<td>147</td>
</tr>
<tr>
<td>APPENDIX A: OPERATOR EXAMPLES</td>
<td>156</td>
</tr>
<tr>
<td>APPENDIX B: STUDENT FAVORITES</td>
<td>163</td>
</tr>
<tr>
<td>APPENDIX C: SECONDARY DATA</td>
<td>169</td>
</tr>
<tr>
<td>APPENDIX D: RESPONDENT PROFILE</td>
<td>173</td>
</tr>
<tr>
<td>EXHIBITS GUIDE</td>
<td>176</td>
</tr>
</tbody>
</table>
SHOW, BUT DON’T GIVE OR LEAVE

This report can be presented live or via webinar, but can not be distributed to outside companies. If your company has purchased this report, you are encouraged to excerpt key exhibits and build them into your own presentations. However, you should not provide significant sections of this report to any outside company without express written consent from Datassential.
## EXHIBIT GUIDE

### Part I: Operator Findings

<table>
<thead>
<tr>
<th>Business Factors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operator Gender</td>
<td>15</td>
</tr>
<tr>
<td>Operator Age</td>
<td>15</td>
</tr>
<tr>
<td>Operator Ethnicity</td>
<td>15</td>
</tr>
<tr>
<td>Operator Experience</td>
<td>15</td>
</tr>
<tr>
<td>Operator Culinary Training</td>
<td>15</td>
</tr>
<tr>
<td>Average Enrollment</td>
<td>16</td>
</tr>
<tr>
<td>Participation Rates by Daypart</td>
<td>16</td>
</tr>
<tr>
<td>Dayparts Offered</td>
<td>16</td>
</tr>
<tr>
<td>Loyalty Program Usage</td>
<td>16</td>
</tr>
<tr>
<td>Food Costs by Menupart</td>
<td>16</td>
</tr>
<tr>
<td>Sources of Competition</td>
<td>16</td>
</tr>
<tr>
<td>Culinary Equipment Owned</td>
<td>17</td>
</tr>
<tr>
<td>Beverage Equipment Owned</td>
<td>17</td>
</tr>
<tr>
<td>Food Cost Changes</td>
<td>18</td>
</tr>
<tr>
<td>Labor Cost Changes</td>
<td>18</td>
</tr>
<tr>
<td>Cost-Cutting Techniques</td>
<td>18</td>
</tr>
<tr>
<td>Culinary Skill</td>
<td>19</td>
</tr>
<tr>
<td>Scratch Usage by Menupart</td>
<td>19</td>
</tr>
<tr>
<td>Reasons for Using Scratch &amp; Premade</td>
<td>19</td>
</tr>
<tr>
<td>Past Sales Growth &amp; Meals Served</td>
<td>20</td>
</tr>
<tr>
<td>Past Sales Drivers</td>
<td>20</td>
</tr>
<tr>
<td>Expected Sales Growth &amp; Meals Served</td>
<td>21</td>
</tr>
<tr>
<td>Expected Sales Drivers</td>
<td>21</td>
</tr>
<tr>
<td>Equipment Investment</td>
<td>22</td>
</tr>
<tr>
<td>Technological Investment</td>
<td>23</td>
</tr>
<tr>
<td>Physical Investment/ Remodel Timing &amp; Type</td>
<td>24</td>
</tr>
</tbody>
</table>

### Current & Future Offerings

<table>
<thead>
<tr>
<th>Current &amp; Future Offerings</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus Dining Offerings</td>
<td>30</td>
</tr>
<tr>
<td>Business by Daypart</td>
<td>30</td>
</tr>
<tr>
<td>Meal Plan Usage, Type &amp; Flexibility</td>
<td>31</td>
</tr>
<tr>
<td>Campus Dining Offering Interest</td>
<td>32</td>
</tr>
<tr>
<td>Cuisines Offered, Interested &amp; Aware</td>
<td>33</td>
</tr>
<tr>
<td>Menu Items Offered, Interested &amp; Aware</td>
<td>34</td>
</tr>
<tr>
<td>Technology Used &amp; Interested In</td>
<td>35</td>
</tr>
<tr>
<td>Item Types Offered &amp; Interested In</td>
<td>36</td>
</tr>
</tbody>
</table>

### Student Feedback & the Role of Dining

<table>
<thead>
<tr>
<th>Student Feedback &amp; the Role of Dining</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Feedback Impact &amp; Sources</td>
<td>40</td>
</tr>
<tr>
<td>Operator Perceptions of Students</td>
<td>41</td>
</tr>
<tr>
<td>Dining as Student Recruitment</td>
<td>43</td>
</tr>
<tr>
<td>Profit vs. Pleasing Students Tradeoff</td>
<td>43</td>
</tr>
</tbody>
</table>

### Non-Traditional Dining & Offerings

<table>
<thead>
<tr>
<th>Non-Traditional Dining &amp; Offerings</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Restaurant Partnership</td>
<td>47</td>
</tr>
<tr>
<td>Off-Site Catering Usage, Success &amp; Expectations</td>
<td>48</td>
</tr>
<tr>
<td>Retail Usage, Success &amp; Expectations</td>
<td>51</td>
</tr>
<tr>
<td>Dining Styles Offered</td>
<td>54</td>
</tr>
<tr>
<td>Interest in Unique Offerings</td>
<td>55</td>
</tr>
</tbody>
</table>

### Menu Planning & Product Selection

<table>
<thead>
<tr>
<th>Menu Planning &amp; Product Selection</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Menu Planning Timing &amp; Authority</td>
<td>59</td>
</tr>
<tr>
<td>Menu Rotation</td>
<td>60</td>
</tr>
<tr>
<td>Frequency of Putting New Items on the Menu</td>
<td>60</td>
</tr>
<tr>
<td>National vs. Distributor Brand Ratings</td>
<td>61</td>
</tr>
<tr>
<td>Brand Importance by Category</td>
<td>61</td>
</tr>
</tbody>
</table>
## Menu Planning & Product Selection (cont.)
- Supplier Usage & Appeal: 62
- Order Method Usage & Appeal: 62
- Supplier Selection Criteria: 63
- New Product Purchase Motivators: 64
- Supplier Services Used: 65
- Desired Supplier Insights: 65
- Trend Info Sources: 66

## Challenges & Unmet Needs: 67
- Student Want Challenges: 68
- Challenges vs. Opportunity/ Need: 69
- Operational Challenges: 70
- Top Business Objectives: 71
- Top Business Challenges: 71
- Unmet Needs: 72
- Preferred Supplier Attributes: 73
- Desired Supplier Support: 73

### Part II: Student Findings: 76

## On-Campus Dining Usage & Perceptions (cont.)
- Most Favorite Aspect on Campus Dining: 88
- Least Favorite Aspect of Campus Dining: 88
- Dining Frequency by Type: 89
- Off-Campus Use Expectations by Type: 90
- Sources of Meals in an Average Week: 91
- Number of Snacks in an Average Week: 91
- How Meals are Consumed: 92
- Meal Plan Usage: 93
- Reasons for Not Being on a Meal Plan: 94
- Reasons for Being on a Meal Plan: 95

## Chain Restaurants On Campus: 96
- Preference for Chains vs. Non-Chains On Campus: 97
- Chain Inclusion in Meal Plans: 97
- Chain Performance vs. Off-Campus Locations: 97

## New Foods On Campus: 100
- Change in Past Food Habits: 101
- Expectation of Future Food Habits: 101
- Preferred Place to Try New Foods: 102
- Frequency of Seeing New Foods On Campus: 102
- Willingness to Try New Foods On Campus & Why: 103
- New Item Trial Motivators: 104

## Grocery Purchases: 107
- Grocery Purchase Frequency Overall: 108
- Grocery Purchases by Category: 108
- Grocery Purchase Frequency by Store Type: 109
## EXHIBIT GUIDE

### Habits & Food Attitudes
- Preferred Items to Spend Money On
- Living Situation
- Income Sources
- Eater Types
- Food Attitudes

### Wants & Unmet Needs
- Interest by Dining Type
- Foods that Appeal to Students
- Experiences that Appeal to Students
- Service/ Order Methods that Appeal to Students
- Sought After Dining Attributes
- Most Important Attribute from On-Campus Dining
- On-Campus Food Interest
- On-Campus Brand Satisfaction
- Cuisine Preference
- Menu Item Preference
- Innovative Dining Interest

### Last On-Campus Meal
- When & Where
- Why That Location
- How & With Whom
- Decision Planning/ Involvement
- Loyalty Levels
- Last Purchase: Purchase Plan
- Last Purchase: Actual Purchase

### Off-Campus Dining
- On- vs. Off-Campus Attribute Performance
- On-Campus vs. QSR Attribute Performance
- On-Campus vs. Fast Casual Attribute Performance

### Part III: Appendices

#### Appendix A: Operator Examples

#### Appendix B: Student Favorite Open-Ends

#### Appendix C: Secondary Data
- C&U Enrollment by Gender, Age & Type
- Enrollment at Largest Degree-Granting Institutions

#### Appendix D: Respondent Profiles
- Operator Profile
- Consumer Profile
OBJECTIVES & METHODOLOGY

OBJECTIVES

• Determine current and future C&U offerings
• Understand the C&U operator – wants, needs, and motivators
• Identify student current usage and perceptions of campus dining
• Gauge food habits and wants of college students
• Uncover opportunities in the C&U segment

METHODOLOGY

Operator survey:
• Fielded December 2015 (online)
• 135 college/university operators (via the Datassential panel)

Consumer survey:
• Fielded November 2015 (online)
• 1004 current students who dine at least occasionally on campus
• Sample of part-time students limited to 20% of overall sample
• Major differences seen between student types are noted throughout the report, additional filters can be examined using the accompanying iDEA Tool

Full respondent details available in the appendix
Catering is the most offered dining service and is a considerable part of C&U’s foodservice business. Nearly 60% offer c-stores and an additional 44% offer grab-n-go kiosks. More unique dining operations (such as allergy-specific dining locations) are not uncommon and are offered by over one-in-seven universities.

**OFFERINGS**

- **Catering**: 88%
- **All campus dining hall**: 78%
- **Campus convenience stores**: 59%
- **Kiosks with grab and go food**: 44%
- **Non-chain fast food restaurants**: 37%
- **Dorm dining hall**: 33%
- **Chain fast food restaurants**: 30%
- **Allergy specific dining locations**: 17%
- **Food trucks**: 16%
- **Dietary restriction specific dining locations**: 16%
- **Option to use meal plan money off-campus**: 13%
- **More upscale sit down restaurants**: 12%
- **Dorm room food delivery**: 7%
- **Other**: 6%

**BUSINESS BY DAYPART**

- **Catering**: 13%
- **Late Night**: 4%
- **Dinner**: 22%
- **PM Snack**: 4%
- **Lunch**: 36%
- **AM Snack**: 4%
- **Breakfast**: 16%

**X17**: Which of the following does your college offer as a dining option? This can include operations that you do not directly manage. Please select all that are offered. **X8**: What percentage of your college/university business is...? Please total to 100%
Nearly two-thirds of operators purchased new equipment in the last year. Most of the equipment is being used in both front-of-house (FOH) and back-of-house (BOH), but BOH-only equipment upgrades were more common than FOH-only.

![Chart]

**EQUIPMENT INVESTMENT**

64% purchased new equipment in the last year.

**EQUIPMENT PURCHASED**

- Both BOH and FOH: 60%
- BOH only: 30%
- FOH only: 9%
- Other: 1%

**A12: Has your operation invested in any new equipment in the last year?**

**A13: What type of equipment did you invest in?**

n=135
n=87
For nearly 80%, student dining is used to recruit students and over one-quarter indicate that making students happy is **more important** than generating profit. Unlike in other segments, C&U operators are part of larger institutions which means they often have MORE flexibility in what they can offer if it makes students happy even if that decreases their profits (since it may be good for the larger institution).

**ROLE OF STUDENTS IN DECISION MAKING**

How important is your dining program as a student recruitment tool?

- **35%** Important
- **44%** Component
- **21%** Irrelevant

- Generating profit is much more important
- Generating profit is somewhat more important
- They are equally important
- Satisfying students is more important
- Satisfying students is much more important

- **0%**
- **7%** are more driven by profit than by satisfying students
- **66%**
- **24%** are more driven by satisfying students than by generating profit
- **3%**

**C6:** Which of the below best captures how your school administrators view the role of dining offerings at your school?

**C7:** What is the main priority of your operation, satisfying students OR generating profit?
Most schools offer a mix of the same things every day with additional menu options that rotate. 15% offer totally new items every day and 4% offer the same thing every day. Half put something brand new on their menu every couple of weeks or more often, indicating that C&U operators are willing to purchase and put new items on their menu.

**MENU CHANGES**

**MENU ROTATION**

81% offer a good mix of the same things every day with additional rotating options

15% rarely offer the same things, every day all offerings change

4% offer pretty much the same thing every day

**FREQUENCY OF PUTTING SOMETHING BRAND NEW ON THE MENU**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>7%</td>
</tr>
<tr>
<td>Weekly</td>
<td>24%</td>
</tr>
<tr>
<td>Every couple weeks</td>
<td>24%</td>
</tr>
<tr>
<td>Monthly</td>
<td>18%</td>
</tr>
<tr>
<td>Every few months</td>
<td>16%</td>
</tr>
<tr>
<td>Every semester</td>
<td>10%</td>
</tr>
<tr>
<td>Less often than every semester</td>
<td>1%</td>
</tr>
</tbody>
</table>

**E1:** Regarding your menu offerings, would you say you...
**E4:** How often do you menu a BRAND NEW dish, flavor, ingredient, etc.? Something your school is putting in front of students for the very first time?

n=135
Students say they are familiar with the options available on their campus and they are largely satisfied. Familiarity and satisfaction do vary somewhat by the type of school students attend.

**ON-CAMPUS DINING FAMILIARITY**

- Not at all familiar: 8%
- Not very familiar: 5%
- Somewhat familiar: 23%
- Familiar: 34%
- Extremely familiar: 36%

**ON-CAMPUS DINING SATISFACTION**

- Not at all satisfied: 3%
- Not very satisfied: 8%
- Somewhat satisfied: 32%
- Satisfied: 39%
- Extremely satisfied: 18%

Familiarity of offerings is lower with part-time students who aren’t on campus all the time. Familiarity is higher with four-year students, those who attend costly schools, and are on rural campuses. For these students, on-campus dining is more likely part of their larger college experience.

Interestingly, there are few differences in satisfaction by student type, indicating that regardless of the variation in offerings across campuses, students' expectations are generally being met.

The one exception is with students who attend larger schools indicating being more satisfied -- not surprising since those schools are able to offer more variety.
Expense is the top cited reason for not being on a meal plan – highlighting the full value proposition of on-campus dining (such as location) might win over these students. Not living on campus and making meals at home is also a top reason – highlighting convenience and speed might win over these students.

### REASONS FOR NOT BEING ON A MEAL PLAN

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too expensive</td>
<td>40%</td>
</tr>
<tr>
<td>Don't live on campus and make food at home</td>
<td>37%</td>
</tr>
<tr>
<td>Not offered by my school</td>
<td>20%</td>
</tr>
<tr>
<td>Can't afford to pay up front</td>
<td>19%</td>
</tr>
<tr>
<td>Don't like the available food options</td>
<td>16%</td>
</tr>
<tr>
<td>Not enough to go options</td>
<td>13%</td>
</tr>
<tr>
<td>Meal options are not customizable enough</td>
<td>9%</td>
</tr>
<tr>
<td>Dining options are not conveniently located</td>
<td>8%</td>
</tr>
<tr>
<td>Food options don't fit my needs (allergens, etc.)</td>
<td>8%</td>
</tr>
<tr>
<td>Locations are not open when I need them</td>
<td>6%</td>
</tr>
<tr>
<td>Portions aren't the right size for my needs</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>

Expense is an even higher concern for students who attend large schools (55%) which may be in part due to the fact that larger schools have a great number of offerings (at a higher cost). These students may also have access to more off-campus offerings and so may have more points of price comparison.

**CX3b**: You mentioned earlier that you were NOT on a meal plan. Why is that? Please select all that apply.

*Figures rounded to nearest whole number.*
College students are much more likely than the general population to be Experientialists – those who care about more than just food itself, but also focus on the overall experiential aspects of eating. Students are less likely to be Basic Eaters or Quality Essentialists – they are not dispassionate about food or willing to compromise on quality.

**EATER TYPES**

<table>
<thead>
<tr>
<th>EATER TYPE</th>
<th>College Students</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Eaters</td>
<td>11%</td>
<td>19%</td>
</tr>
<tr>
<td>Quality Essentialists</td>
<td>13%</td>
<td>23%</td>
</tr>
<tr>
<td>Progressives</td>
<td>30%</td>
<td>28%</td>
</tr>
<tr>
<td>Experientialists</td>
<td>46%</td>
<td>29%</td>
</tr>
</tbody>
</table>

**CZ4:** Which of the following best describes your attitude toward food? **CZ5:** Which of the following best describes your attitude toward food? **CZ6:** Please rate your agreement with the following statements. **CZ7:** In general, how important are the following when deciding WHERE TO GO and WHAT TO ORDER when getting food / beverages away from home?
Healthy options appeal to students, as do a variety of portion sizes for varying prices, but students seem most interested in build-your-own options. Although many types of food and experiences are appealing, it is service methods that are top drivers of appeal and so should be an important consideration of C&U operators when planning their on-campus dining options.

### WHAT APPEALS TO STUDENTS? (top-2; 5-point scale)

<table>
<thead>
<tr>
<th>TYPES OF FOOD</th>
<th>TYPES OF EXPERIENCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy options</td>
<td>Variety of portion sizes for varying prices</td>
</tr>
<tr>
<td>New foods and flavors</td>
<td>Prominently features photos of the food</td>
</tr>
<tr>
<td>Seasonal ingredients</td>
<td>Focus on being kind to the environment</td>
</tr>
<tr>
<td>Produce focused</td>
<td>Specializes in one type of food/ cuisine</td>
</tr>
<tr>
<td>Ethnic foods</td>
<td>Strong internet presence</td>
</tr>
<tr>
<td>Locally sourced</td>
<td>&quot;Nose to tail&quot; dining</td>
</tr>
<tr>
<td>Noted sourcing of ingredients</td>
<td></td>
</tr>
<tr>
<td>Grass fed meats</td>
<td></td>
</tr>
<tr>
<td>Hormone free protein</td>
<td></td>
</tr>
<tr>
<td>Vegetarian</td>
<td></td>
</tr>
<tr>
<td>Vegan</td>
<td></td>
</tr>
<tr>
<td>Gluten free</td>
<td></td>
</tr>
</tbody>
</table>

### TYPES OF SERVICE/ ORDER METHODS

- Build your own options: 74%
- Ordered from a menu and brought to your table: 69%
- All you can eat: 67%
- Self-serve buffet: 67%
- Assembled in front of you: 66%
- Can pay at the counter or table using a tablet: 58%

---

**n=1004**

**CH4:** How appealing are the following types of food? **CH5:** How appealing are the following ways to have/ order food? **CH6:** How appealing are the following experiences/ types of places?
GET THE FULL REPORT
312-655-0594 or brian@datassential.com
WE KNOW FOOD

DATASSENTIAL is your best source for food industry insights – from the latest menu trends to the products shoppers want at the grocery store.

for more information, contact BRIAN DARR at 312-655-0594 or brian@datassential.com
For the first time Datassential’s MenuTrends Keynote Series is leveraging the power of MenuTrends, our trend-tracking database, and combining it with extensive consumer and operator survey data, from motivations to behaviors to opportunities, in order to bring together trends, data, and insights in a comprehensive report that dives deep into key industry topics and categories.

For more details, please contact Brian Darr at: 312-655-0594 or brian@datassential.com

Hot brewed coffee is the most consumed beverage in America after tap water. Over 40% of adult Americans drink brewed coffee on any given day resulting in a daily incidence that surpasses that of bottled water, juice, and soda.

While coffee is king, on any given day, roughly one-quarter of adult Americans drink iced tea while less than one in five drink hot tea. Tea menu penetration is currently high, but QSRs in particular have seen growth in the number of teas being offered.

These are just a couple of the many key findings from Datassential’s new Non-Alcoholic Beverage Keynote report that you can use to gain valuable insight into the beverage landscape.

Every week, two out of three Americans eat pizza. In fact, the average consumer orders pizza away-from-home five times a month. Datassential’s MenuTrends Keynote on Pizza is a comprehensive overview of this consumer favorite, from the types of pizza consumers are eating to where they are eating it - and the barriers that prevent them from choosing pizza. We cover how operators are currently menuing pizza, break down daypart consumption, and look at the pizza products that matter most to operators.

In this report we also bring you menu data and growth, plus consumer interest, on trending pizza ingredients and concepts, including premium meats and cheeses, unique vegetables and greens, gluten-free crusts, ethnic influences, innovative sauces, flatbreads, and so much more.

Upcoming Topics In 2016

* The New Healthy
* Kids Menus
* Emerging Global
* Breakfast/ Brunch
* Salads
* Mexican/ Latin
In 2016, we are reintroducing Datassential’s Topical Keynote Series which looks at both consumer and operator survey data combining it with secondary research to give you a 360 degree view of a segment, from motivations to behaviors to opportunities. The Topical Keynotes will be your go-to for information on the segments that matter to your business.

For more details, please contact Brian Darr at: 312-655-0594 or brian@datassential.com

Upcoming Topical Keynotes
In 2016

- C-Stores
- Fast Casual
- Supermarkets
- Healthcare
- Recreation

Every year, Datassential brings you an unparalleled look into the minds of operators with PULSE, offering segment-by-segment detail, from restaurants to on-site operators to retail. We cover their challenges, motivations, and behaviors, so you can develop segment specific strategies that take into account the wide variations between segments.

Subscribe to PULSE and you’ll not only receive the 2016 Market Overview report, but you’ll gain access to Datassential’s Monthly Operator Sentiment Report for the entire year, tracking operator traffic and sales optimism for the year ahead, plus key sales drivers. Your subscription also includes access to the 2016 PULSE Topical Report, surveying operators on the issues that matter.

Last year’s 2015 Topical Report covered:
- Ethnic foods and flavors
- Clean labels
- Food and commodity prices
- Nutritional labeling
- GPOs
STAY IN-THE-KNOW ON THE LATEST TRENDS WITH TRENDSPOTTING REPORTS FROM Datasessional

MONTHLY
ON THE MENU keeps you up-to-date, covering six key trends every month, each with consumer data, menu examples, and expert commentary. Plus, we gather and examine the hottest LTOs from major chains across the country.

MONTHLY
TIPS brings you deep analysis of trends at different stages along the menu adoption cycle. Each issue is packed with extensive research, foodservice/menu availability, media coverage, and both consumer AND operator data.

QUARTERLY
WORLD BITES bring you foods, flavors, and trends from around the globe. Each issue covers 10+ authentic dishes from a single cuisine, with background, menu examples, and extensive consumer data, including market demand.

BI-MONTHLY
CREATIVE CONCEPTS is your monthly, in-depth look at the latest trends in restaurant and foodservice concepts. Each issue includes representative establishments, complete with extensive overviews and menu examples.

MONTHLY
DINE AROUND takes you on a trendspotting tour of the country. Each month we focus on one city, with an overview of the city and region’s food culture; in-depth operator and manufacturer profiles; menu examples; and consumer data.

MONTHLY
INTERNATIONAL CONCEPTS brings you chain activity from around the globe, highlighting up-and-coming concepts, trends, and ethnic flavors. Each issue covers six chains in a single market, complete with menu examples.
MenuTrends

The industry’s most accurate system for identifying, tracking, and predicting flavor trends

10x larger than other menu and flavor databases

15 million menu examples from more than 100k menus

LTOs new and limited-time items updated weekly
Extraordinary eater and shopper insights that reveal the “why” behind the “what”

**Consumer**

- Segmentation
- Concept testing
- Proprietary flavor trackers
- Category / AAU
- Brand strength
- Market entry analysis
- Customer satisfaction
- TURF analysis
- Price optimization

**foodservice**

target users of specific restaurants, c-stores, and other segments

**retail / cpg**

survey shoppers by store type or specific brand

**global reach**

execute research in more than 70 countries, with full translation capability
Expert insights from the industry’s largest panel of foodservice decision makers

Concept testing
Category management
Category AAU
Brand tracking
In-store testing
Market entry analysis
Package testing

40k panelists
by far the industry’s largest operator panel, with 40,000 purchase decision makers

all segments
reach operators from all segments – LSR, FSR, lodging, healthcare, K-12, C&U, B&I, and more

true feedback
a panel built exclusively for research, balanced and unbiased