

# menu information

## EATING OUT TRENDS: DINERS' MOTIVATIONS & PREFERENCES

Consumers are becoming more aware of the link between diet and health, and many are actively managing their diet and dining habits. These consumers are looking for more options and transparency from restaurant operators and look to the menu for the information they seek when trying to order healthier, higher-quality foods when eating out.

### MOST DESIRED MENU INFORMATION



Calories



"Heart-healthy item" labels



Fat content



Description of preparation (taste, ingredients)



"Locally grown item" labels



"Seasonal item" labels



Labels/symbols indicating level of spiciness or heat



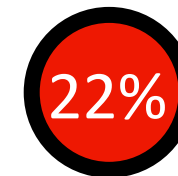
Sugar content



Salt content



"Cooked to order" labels



"New item" labels



"Certified organic" or "non-GMO" labels

"Locally grown" and "seasonal" descriptors are now almost as salient as calorie and fat content information on menus.