

Technomic Identifies Nutrition as Important Component of Corporate Social Responsibility in Restaurant Industry

2008-04-10

In its latest study of consumer attitudes toward corporate social responsibility (CSR) in the restaurant industry, Technomic asked consumers to rank their three most pressing social issues and found that restaurant users rated both nutritional disclosure and responding to nutritional concerns among the four most important of 17 social issues for the restaurant industry to address.

Most Important Issues for the Restaurant Industry to Address

CSR Issues | Percent of consumers assigning top-3 priority status

1. Living wages 49%
2. Responding to nutritional concerns 33%
3. Health insurance coverage 31%
4. Nutritional disclosure 29%

Source: Technomic 2008 Corporate Social Responsibility Study

Overall, restaurant users claim a fairly high degree of social consciousness. Further, the research found that close to 80 percent of consumers claim they would respond favorably to a socially responsible restaurant by visiting more often and/or paying more.

'We find increasingly strong evidence that consumers expect both chain and independent restaurants to be more socially responsive, and nutrition is a clear priority,' says Bob Goldin, Executive Vice President.

This is Technomic's second annual Corporate Social Responsibility study. To learn more about this important and timely research, which contains CSR ratings of 26 restaurant chains, please contact Chris Urban at 312-506-3929.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article31999.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html