

Technomic Finds That Consumers Want More Sandwich Variety

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New research from foodservice consultants Technomic found that though preferences for traditional sandwiches remain strong, consumers are looking for greater variety in sandwich ingredients available from limited- and full-service restaurants. A survey of more than 1,500 consumers revealed that over one third (39 percent) of those eating at LSRs and 51 percent at FSRs were not fully satisfied with available sandwich options, wanting new and unique ingredient offerings, flavors and combinations.

Technomic's Sandwich Consumer Trend Report combines the results of extensive quantitative consumer research, menu analysis from its proprietary MenuMonitor database and restaurant data from its Top 500 Report to generate fresh and timely insights into the sandwich segment.

Among the more interesting findings of the report:

Sandwiches continue to be a strong mainstay of restaurant fare, making up 31 percent of all limited-service restaurant entrees and 15 percent of entrees at full-service restaurants.

Bold flavor profiles and the use of artisanal and premium breads, ingredients and sandwich spreads are growing trends in sandwich differentiation. The sandwich concept itself allows for a great deal of innovation as well as portability to meet the needs of consumers on the go.

The sandwich segment is appealing to health-conscious consumers through offering high-quality, fresh, local and organic ingredients. Consumer interest in healthy sandwich ingredients continues to grow, with 44 percent of consumers wanting sandwiches made with locally-grown ingredients and 30 percent with organic ingredients.

Sandwiches, once viewed as lunch fare, are important to all dayparts. Toasted sandwiches and paninis are increasing in popularity as entrée options in the dinner daypart, while the portability of breakfast sandwiches boosts breakfast daypart sales. Sandwiches are also gaining ground in the growing away-from-home snacking segment.

'Sandwiches are growing in share in all dayparts while consumers are asking for more variety in sandwich selections,' says Darren Tristano, Executive Vice President of Technomic Information Services. 'Given strong consumer trends toward healthy eating and an increasing consumer appetite for bolder flavors and premium ingredients, this presents an enormous opportunity for operators to menu more innovative sandwich offerings.'

The new Sandwich Consumer Trend Report was developed to give operators and foodservice suppliers vital market and consumer insights to drive business-building efforts in this category. In addition to extensive consumer and menu analysis, the report's Competitive Insights section examines 11 leading sandwich chains plus another seven leading chains that serve sandwiches but are not categorized within 'sandwich.' Operators can use this information to identify competitive advantages and examine best-in-class competitors across five service- and menu-related attributes. To purchase or learn more about the Sandwich Consumer Trend Report, please visit www.foodpubs.com

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