

QRS and Fast Casual Restaurants Are Rethinking Value

QRS

CONSUMER TRENDS

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Guests and operators alike are adapting to historic inflation.

Higher prices or shakiness of the economy notwithstanding, people still have to eat. But quick-serve and fast-casual restaurants have had to rethink the definition of “value.”

Some restaurant operators are focusing on offering value to larger groups.

“Offering complete meals including side dishes, bread, beverages, and dessert for a fixed price is extremely appealing,” says **Arlene Spiegel, restaurant consultant in New York City.** “It also helps the homemaker feel less guilty for not

cooking from scratch while providing a home-cooked-style meal for the household.”

These meals are beneficial for operators, too, she adds. “Large orders have a higher ticket average than single-serve. With the curation of a fixed price menu, with limited choices, operators can control and predict their food costs and associated delivery fees.”

Both guests and restaurateurs alike are price sensitive at this moment, so everyone is looking to create and communicate value. ●