HRIM-381

Final Module

Goals for Today

• Review for Second Exam
• Discussion of 2002 Food Trends

Exam Two Topics

• Service and Service Management
  Managing Service
  The Service-Profit Chain
  Service Methods.
• Sales Income Control & Preventing Theft
• Human Resource Issues
• Developing Wine/Beverage Menus & Alcohol Service
• MBWA
• Trend Analysis
2002 Year In Review:
Sources Bon Appetit Reader Survey, National Restaurant Association

- Important To Keep Current, Examine Latest Trends, Scan the Environment
- Use a variety of Sources:
  - Food Marketing Institute
  - Roper Starch(Consumer Insights)
  - NRA, ALHA, Beverage Trades
  - Consumer Food Publications
  - WWW Resources

2002 Year In Review:
*How Often Do People Cook Dinner at Home?*

- General Public, cooks 3 times per week (67%)
- Bon Appetit Readers (82%)

2002 Year In Review:
*Favorite City for Dining Out*

- San Francisco 82%
- New York 38%
- New Orleans 28%
2002 Year In Review:
Favorite Cuisine to Try Dining Out

- Regional French 31%
- Regional Italian 31%
- Thai 29%

2002 Year In Review:
Frequency of Dining Out

- More than half of those surveyed dine out at least once a week, women and those under 35 dine out the most
- North East has most units in US, yet population dines out with least frequency
- At least once a week 55%
- Twice a month 25%
- Once a month 8%

2002 Year In Review:
Wine Consumption with Dinner

- One or two times per week 44%
- More than three time per week 26%
- Three times per week 11%
2002 Year In Review: Favorite Wines

- Merlot 46%
- Chardonnay 41%
- Cabs and Merlots make up the remainder

2002 Year In Review: General Trends

- Increase in casual eating at home
- On-line food ordering on increase
- Use of further prepared foods on rise
- Indulgent foods: Ice cream, Chocolate, Steak, French Fries, Burgers and Fried Chix