



ASAO Conference

Dalmahoy

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Agenda

- Food Trends
- Environment

Food Charter Laura Stewart

‘today’s consumers increasingly prefer customizable food options, dining in a contemporary, inviting atmosphere and using more convenient ways to order and pay for their meals.’

McDonalds - CEO Don Thompson

Food Trends - Technomic



Alternative diets – the forthcoming allergen labelling requirements will drive significant changes at restaurants

Regional cuisine – pride in regional cuisines is influencing restaurants operators to use rustic preparations and classic

Going bold – consumers are look for more flavour on the menu, including smoky and spicy.

Customer involvement – to make consumers feel more involved and appreciated than ever before, particularly social media, to obtain feedback on everything.

The unexpected – consumers' constant demand for innovation is resulting in some unexpected changes to operations and menus.







Outside Events Food Trends



- Encourage visitors guests to eat & drink together, drive dwell time
- Theatre in food offering 'Street Food' led food offering
- Open & covered seating areas near to event content
- Use cashless and touch to pay systems
- Create a set of immersive environments, bespoke trader mix
- Provide high quality food offering at affordable prices, typically starting at £5-6 for good sized portions
- Source all meat from local & sustainable suppliers / brands
- Create an aesthetic approach for each outlet / area, themed experience-led environments

Environment is so Important







Thank You

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