

2015 FOODSERVICE HANDBOOK

Enticing Descriptors

When asked, “Which descriptive words entice you when purchasing food from a restaurant or store?”, c-store consumers across the board were more likely to be influenced by descriptors than average consumers.

Descriptor	All consumers	C-store consumers
Fresh	69%	73%
Local	47%	52%
Homemade	46%	50%
Natural	45%	55%
Whole grain	38%	43%
Organic	30%	41%
Honest	28%	40%
Simple	26%	32%
Handcrafted	22%	31%
Sustainable	21%	25%
Free-range	21%	25%
Artisan	19%	23%
Naked	9%	16%

Source: Culinary Visions Panel
Base: 1,227 consumers, including 277 c-store consumers

Business of Food

Top Six Most Influential Menu Claims

Participants in Culinary Visions Panel’s Mindful Dining study were asked how likely they were to order an item off a menu based on certain words. While it doesn’t appear in the top six, organic is a claim that especially resonates with millennials—71%, compared to 54% on average. Percentages below reflect respondents who answered “likely or very likely.”

