

Workers Seek On-Site Dining

International study reveals **demand for workplace dining options**

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Is there an opportunity for foodservice operators to increase corporate dining options? Data from a study conducted by **Chicago-based Culinary Visions** seems to indicate such is the case.



Two thirds of people do not skip lunch while at work, according to a study of more than 3,000 consumers in the U.S., according to the Culinary Visions' study.

Approximately **two-thirds of American, Canadian and UK consumers prefer to bring a meal from home to eat at work**, however more Canadians purchase food at work compared to those in the U.S. and the UK. U.S. and Canadian consumers are likely to take a break in the middle of the day for a treat or snack than those in the UK, according to the study.

"While only half of consumers from all three countries report having a café/dining room at the workplace, **80 percent would prefer this option for purchasing a meal or snack**," said **Sharon Olson, executive director of the Culinary Visions Panel**. "Our study also reveals that this amenity ranks higher in importance for Americans than consumers from the other two countries."

The majority (90 percent) of consumers in all three countries care about **quality and paying attention to ingredients in their meals**, and almost as many (87 percent) express a willingness to pay more for better quality. Healthy snack options in the workplace are not as important to consumers in the UK compared to those in the U.S. and Canada, and most respondents (75 percent) state they are unwilling to compromise on taste, even when eating healthy items.