

FOOD BUSINESS NEWS®

LYFE Kitchen exemplifies mindful dining

CHICAGO – Opening its first location just a little more than three years ago in Palo Alto, Calif., LYFE Kitchen, Chicago, a socially responsible lifestyle restaurant chain, now has 13 locations spread across California, Colorado, Illinois, Nevada and Texas, and soon will be in New York City.

LYFE, an acronym for “Love Your Food Everyday,” captures the brand’s philosophy that food choices are important each day. It also extends to one of the brand’s core principles of offering food, products and programs that are good for the planet and one another.



“We believe LYFE Kitchen is a response to one of America’s most significant unmet needs: the consumer’s demand for food that is good for them, the planet and the community,” said LYFE Kitchen’s founding chief executive officer, Mr. E. J. McDevitt. LYFE Kitchen is on target with its approach to feeding America, as its philosophies and business style complement findings from The Culinary Visions Panel, Chicago, a research and trend forecasting firm that explores a range of culinary topics with food industry professionals and consumers. It is a division of Chicago-based Olson Communications.

The Culinary Visions Panel recently surveyed 1,227 restaurant diners about the factors that motivate them when they dine away from home. The study, entitled “Dining ethics,” was released in November 2014. Topics included motivating factors in choosing restaurants, the importance of local ingredients, allergen information and attention to dietary needs, the influence of menu claims, ordering challenges, and preferred service styles.

“Our goal is to provide a dining experience that is not only delicious, but also healthy and sustainable,” Mr. E. J. McDevitt said. “We show you that responsible, personal and authentic dining is possible. We show you that it can be a group while standing in front of a menu. We show you that it can be a health and wellness behind the foods you eat,” Mr. E. J. McDevitt said. “Whenever possible, we use local, organic and sustainable.”

Today’s consumers not only expect good food, attentive service and value for the dollar when they dine out, but also are more likely to choose restaurants that treat employees well and support the community, according to the survey. Further, mindful dining has become a way of life for a growing number of environmentally and health-conscious consumers, who are not only scrutinizing the restaurants they visit, but also the menu items offered.

“Our goal is to provide a dining experience that is not only delicious, but also healthy and sustainable,” Mr. E. J. McDevitt said. “We show you that responsible, personal and authentic dining is possible. We show you that it can be a group while standing in front of a menu. We show you that it can be a health and wellness behind the foods you eat,” Mr. E. J. McDevitt said. “Whenever possible, we use local, organic and sustainable.”

Today’s consumers not only expect good food, attentive service and value for the dollar when they dine out, but also are more likely to choose restaurants that treat employees well and support the community, according to the survey. Further, mindful dining has become a way of life for a growing number of environmentally and health-conscious consumers, who are not only scrutinizing the restaurants they visit, but also the menu items offered.

“Our goal is to provide a dining experience that is not only delicious, but also healthy and sustainable,” Mr. E. J. McDevitt said. “We show you that responsible, personal and authentic dining is possible. We show you that it can be a group while standing in front of a menu. We show you that it can be a health and wellness behind the foods you eat,” Mr. E. J. McDevitt said. “Whenever possible, we use local, organic and sustainable.”