

THE FAST-CASUAL CUSTOMER

Those who purchase food from fast-casual restaurants stand out in distinct ways from those who purchase from other restaurant segments, according to the report *Mindful Dining: How Consumers' Values Influence Their Menu Choices, January 2015*, published by Chicago-based Culinary Visions® Panel. Here is a breakdown of the fast-casual customer:

- At 42%, men are slightly more likely than women (38%) to have visited a fast-casual restaurant in the past 30 days.
- Millennials (52%) are much more likely to visit fast casuals than are baby boomers (28%) and seniors (29%).
- Households with 3+ members are more likely to visit fast casuals (47%) than are single-member households (34%).
- 70% of fast-casual customers consider themselves advocates for responsibly produced foods, compared to the 59% average.
- More fast-casual customers could be considered “foodies” than those who purchase from other foodservice venues, considering 57% of fast-casual customers usually or always like to try new dishes and flavors compared to the 43% average.
- More fast-casual customers (22%) typically order a healthy item on the menu, compared to the 16% average.



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