



Limited-Service, Unlimited Possibilities

9 Fast Food Trends for 2015



January 2015 — Every time a new year gets under way, there’s a combination of promise and anxiety, a very real hope that better days are ahead mixed with uneasiness about what issues or problems may be lying in wait.

That’s why predictions seem to be as much a part of a New Year’s celebration as champagne and the ball drop in New York’s Times Square. For the restaurant industry, getting a peek into likely trends for 2015 provides some insight into the type of menu items that could give them smash successes in the year ahead—or a glimpse of the staggering

No matter which economy is improved three-month period National Restaurant Association for same-store sales 102.5, its highest

Gen Z members still like pizza, chicken, and pasta, but today are looking for variations on those themes, says Sharon Olson, executive director of the Culinary Vision Panel, which looks at culinary trends. For example, they might be interested in ordering chicken teriyaki or chicken parmesan. “Being able to choose different condiments and toppings make eating a safe adventure,” she says.

optimistic about: The third quarter, the strongest quarter. Meanwhile, the operators’ six-month outlook slightly from October’s among the RPI’s key metrics.

Nonetheless, consumers seven in 10 adults say they are holding back on spending, demonstrating the degree to which the Great Recession influenced their psyches.

A survey found that nearly

“The impact is still very real for many consumers,” says NRA chief economist Bruce Grindy in an email. “I do think their mindset is improving, though, and this will translate into more liberal spending habits as they become more confident in the future.”

The NPD Group, a market research firm, reported improvement over a flat 2014

A recent consumer survey by Culinary Visions found that sustainability has been growing in importance and awareness among diners. Concurrently, consumers have higher expectations for those restaurants making sustainability claims, including quick serves.

“We have to recognize consumers in order to drive traffic,” says change, they are going to stay

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“They expected the food would be fresher, taste better, and would be worth the extra cost, so there was a definite halo of credibility around these restaurants,” Olson says, referring to participants in the survey. “This is stronger with Millennials, but it is pretty much across the board.”

1. Mobile technology affects The technology focus for restaurants has made big strides toward mobile platforms. New developments can be seen in ordering, marketing, loyalty programs, and payment. Developers are increasingly combining these applications into a single solution, adding an additional layer of convenience that is important to limited-service restaurants.