



## NPD: Americans eating more pizza and yogurt Data from the past decade shows what America is eating more of, and the results might surprise you.

Trend trackers from all corners of the food world have made predictions about what and where people will eat in 2015, and we're sharing a list that adds a mindful-eating perspective to that conversation later in this article. But first let's check in with NPD Group food guru Harry Balzer for insight into how American eating habits have actually changed during the past decade.

Trend predictors make educated guesses about what will happen in the future. Balzer looks into the very near past, tapping into NPD's vast ocean of proprietary data to produce a perspective unlike any other. His latest findings suggest that



A new study from the Culinary Visions Panel (CVP) seconds this conclusion. The Chicago-based research and forecasting firm, a division of Olson Communications, queried 1,200 consumers about the ethical choices that impact their decisions when dining out or purchasing food away from home. One takeaway: even for those who engage in mindful dining, convenience is king.

"Diners' expectations for food taste and quality continue to grow," the study concludes. "Yet, in today's fast-paced society, the convenience factor has become just as important. Consequently, consumers say they are most likely to seek out quick-service restaurants more often than casual or quick-casual establishments. These time-starved consumers are looking for fast and affordable options when on the go."

How can full-service operators capture more of this convenience-orientated clientele? One way could be to pay attention to how they describe their offerings on their menus.

"In the year ahead, the mindful dining movement will continue to grow, as consumers seek out restaurants that mirror their values and adhere to their high standards," CVP predicts. "Diner decisions will continue to be dictated by value and convenience, along with a menu that includes high-quality, responsibly-produced food items, and topped off with exemplary customer service."

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