

Enticing Descriptors

When asked, “Which descriptive words entice you when purchasing food from a restaurant or store?”, c-store consumers across the board were more likely to be influenced by descriptors than average consumers.

Descriptor	All consumers	C-store consumers
Fresh	69%	73%
Local	47%	52%
Homemade	46%	50%
Natural	45%	55%
Whole grain	38%	43%
Organic	30%	41%
Honest	28%	40%
Simple	26%	32%
Handcrafted	22%	31%
Sustainable	21%	25%
Free-range	21%	25%
Artisan	19%	23%
Naked	9%	16%

Source: Culinary Visions Panel
Base: 1,227 consumers, including 277 c-store consumers

2015 FOODSERVICE HANDBOOK

Business of Food

Top Six Most Influential Menu Claims

Participants in Culinary Visions Panel’s Mindful Dining study were asked how likely they were to order an item off a menu based on certain words. While it doesn’t appear in the top six, organic is a claim that especially resonates with millennials—71%, compared to 54% on average. Percentages below reflect respondents who answered “likely or very likely.”

