

Restaurant

Startup &

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Profit And Grow

HOW TO...

Improve the Sanitation of Your Kitchen In 10 Steps

Clean Enough to Eat Off Of
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Fit the 'Healthy Eating' Movement Into Your Restaurant

'Hiding' healthy menu items doesn't always work as well as offering clearly customizable options for customers. According to The Culinary Visions Panel, the idea of "invisibly healthy" menu innovations means those designed to meet a healthier profile of lower in saturated fat and calories with minimally processed or raw ingredients. A survey of consumers who frequented casual restaurants, and other self-described foodies, found that those menu items perceived to be the most healthful showed the lowest preference scores among consumers. In popular menu items that were healthier, at breakfast the most frequently ordered item was a classic breakfast sandwich readily found in many quick-service restaurants with some minor modifications to make it a more healthful offering. In appetizers, the most frequently ordered menu item was a healthier version of chicken fingers with a Ranch dipping sauce made with yogurt. Skewered chicken satay with Asian flavors was also popular. With entrees, a meatball sub sandwich and a smoked barbecue brisket were perceived the least healthful. Seafood-based items were perceived as healthier by a majority of consumers, yet with lower intentions to order. Consumers enjoyed chicken, beef and steak items with high intentions to order, and indicated a much smaller preference for lamb.

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