

TECHNOLOGY & THE MILLENNIAL DINING EXPERIENCE

PERSONALIZED SERVICE

Interaction important in
making dining decisions

64%

of diners 18-34 reported that they
would like to go to a restaurant
where they're called by name.

#FOODSTAGRAM

How social media molds
Millennial restaurant choices

39%

of surveyed consumers under 35
have chosen a restaurant with the
intent to share a photo on social
media.

CONVENIENCE A DRIVING FORCE

A generation driven by
convenience

48%

of the consumers we surveyed between
18-34 said that they prefer using kiosks
or touch screens because it's quicker.

PEER INFLUENCE

Community-influenced dining

50%

of Millennials surveyed report that their
order is influenced by what others are
ordering.

