



**Technomic®**

# CONSUMER TREND REPORTS

Technomic's Consumer Trend Reports capture the most current analysis, insights and opportunities to help you grow your business. Our best-in-class intelligence combines 50 years of foodservice expertise with critical findings from 7,000+ menus and nearly 18,000 annual consumer interviews. Current and upcoming 2016 studies include:

<b>2017 REPORTS</b> <b>BEEF &amp; PORK</b> <b>SEAFOOD &amp; VEGETARIAN</b> <b>POULTRY</b> <b>HISPANIC CONSUMERS</b> <b>COLLEGE &amp; UNIVERSITY</b> <b>BURGER</b> <b>VALUE &amp; PRICING</b> <b>STARTERS, SMALL PLATES &amp; SIDES</b> <b>DESSERT</b> <b>FLAVOR</b> <b>BREAKFAST</b> <b>RETAILER MEAL SOLUTIONS</b>	<b>JANUARY</b> <b>SOUP &amp; SALAD</b>	<b>FEBRUARY</b> <b>SNACKING</b>	<b>MARCH</b> <b>PIZZA</b>
	<b>APRIL</b> <b>SANDWICH</b>	<b>MAY</b> <b>FAST FOOD &amp; FAST CASUAL</b>	<b>JUNE</b> <b>GENERATIONAL</b>
	<b>JULY</b> <b>LUNCH</b>	<b>AUGUST</b> <b>BEVERAGE</b>	<b>SEPTEMBER</b> <b>BAKERY &amp; COFFEE CAFE</b>
	<b>OCTOBER</b> <b>HEALTHY EATING</b>	<b>NOVEMBER</b> <b>FAMILY STYLE &amp; CASUAL DINING</b>	<b>DECEMBER</b> <b>TAKEOUT &amp; OFF-PREMISE</b>

## Benefits

- Follow consumer decisions along the path to purchase
- Build a selling story quickly and easily
- Gain insights on shifting industry, menu and consumer trends
- Translate trends and flavor preferences into more business



**Empower your strategic initiatives.**

To purchase these studies, contact your Technomic representative or call/email (312) 506-4060 | [info@technomic.com](mailto:info@technomic.com).

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