



MENU INNOVATIONS | Staff Reporter, Australia

September 22, 2014

New study shows more restaurants are offering healthier alternatives

The industry is evolving.

The most report from the Hospitality Industry Success Index (HISI) revealed that 70% of hospitality business owners had added health foods to their menus during the past 12 months, detailing information from 7,503 hospitality businesses and 202 detailed surveys.

Silver Chef Founder and Executive Chairman Allan English said the hospitality industry was undergoing a “significant transformation”.

“We are not only seeing more healthy menu options in restaurants and cafes, but we’re also seeing more businesses specialising in areas like raw foods, acai bowls and vegetarian and paleo-friendly meals,” he said. “There definitely seems to be a consumer demand for healthier dishes and business owners are taking note.”

Adding, a business’s ability to adapt to changing market conditions would be a key driver of its future success in the hospitality industry.

“Understanding the shifts in consumer behavior and identifying and acting on key trends will allow them to turn initial challenges into rewards that drive growth.”

- See more at: <http://qsrmedia.com.au/menu-innovations/news/new-study-shows-more-restaurants-are-offering-healthier-alternatives#sthash.msc3Jmjz.dpuf>