

## What's in Store: 2012

Any smart restaurant operator knows: to keep business booming, you must keep up with trends. In 2012, look for increased popularity in areas that have already taken off in foodservice. From greater demand and popularity of portable foods to more daypart and menu part expansion, here's what you should look for 2012.



\* **Snackable foods:** Snacking has been increasing in popularity in restaurants for the past two years. In 2012, consumers will be demanding even more snackable sized foods. Whether it's tapas, shareable appetizers, smaller portions or portability, consumers are flocking to this new trend.

\* **Late-night dining:** Operations are trying new ways to increase profits, and staying up late hits the jackpot. Tapping into the lucrative late-night and early-morning market of hungry third-shift employees, clubbers and snack-seeking locals, has developed into the next frontier for restaurants.

\* **Catering:** There has been a slow but steady increase for catering services nationwide, but in 2012, catering is set to boom. We expect an aggressive increase especially for caterers specializing in healthful items, ethnic influences and lower price points.

\* **Poultry:** As many operators know, beef prices are high, and in 2012, they will only increase. To combat increasing costs, operations are finding innovative ways to use poultry as the main protein. Turkey burgers, spicy chicken filets and chicken wings are increasing in popularity with both operations and consumers.

For more industry insights into the trends that will shape the year ahead in operations across the country, visit [www.nrn.com](http://www.nrn.com).

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