



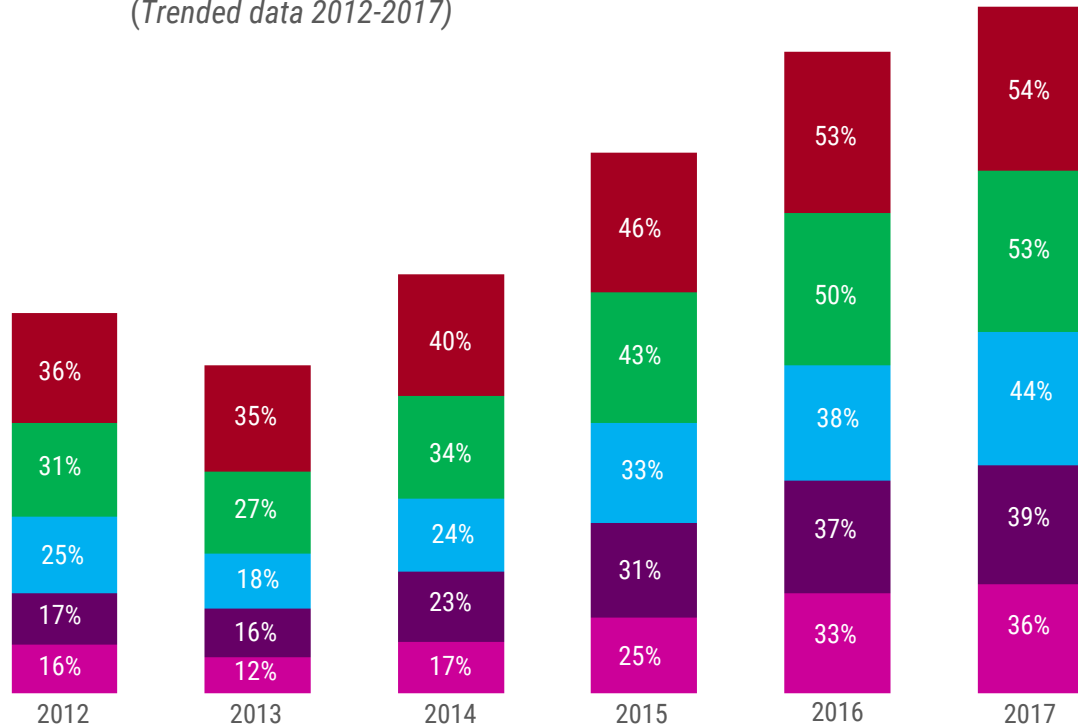
fast food restaurant meal occasions

HARTMAN DATA AND ANALYSIS: Consumers are developing new expectations for quality cues at Quick Service Restaurants (QSR). Customers of these restaurants want more flavor exploration, local sourcing and stories about where the food comes from and how it is produced. QSRs need to tailor their menus and experiences to meet modern consumer needs regarding menu/product cues.

Consumer Need States for FAST FOOD Restaurant MEAL Occasions
(Trended data 2012-2017)

Need States:

- **FLAVOR DISTINCTION**
"Having foods with better flavor than their ordinary counterparts"
- **FRESH, LESS PROCESSED**
"Having foods/beverages made with simple, real ingredients"
- **LOCAL/SEASONAL**
"Enjoying local or seasonal foods"
- **AUTHENTIC GLOBAL CUISINE**
"Having authentic flavors originating from (global regions)"
- **UNIQUE NARRATIVE**
"Having a food or beverage with a unique story attached to it"



What is an eating occasion? An eating occasion is any time where you eat or drink something, and it includes everything you had at that time.