

# The importance of ORGANIC on restaurant menus

A growing number of consumers are looking for healthier eating choices away from home. With hints of organic, locally sourced products and ingredients, health and wellness, and sustainability tossed into menu options, restaurants and food retailers are trying to take advantage of a cultural shift toward higher-quality experiences.

When choosing where to dine out, how important is it that the restaurant provides ORGANIC menu items?



When eating out, diners don't often prioritize organic menu items.

