

Four Keys to Making a Haul from the Food Hall Trend

Don't just change your menu – change your mindset.

According to the “Food Market Culture Report,” a study from the Culinary Visions Panel, today’s food consumers are looking for much more than just food when eating out. Instead, as the study’s director was quoted,

“Consumers are looking for new and enjoyable ways to incorporate socialization, shopping, and eating in their busy lifestyles.” Here are four ways you can deliver the new “experiential dining” today’s consumers seek.

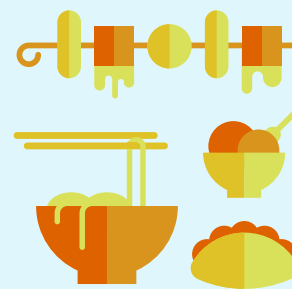
Keep it real



57%

of consumers said they prefer **artisanal food vendors**.

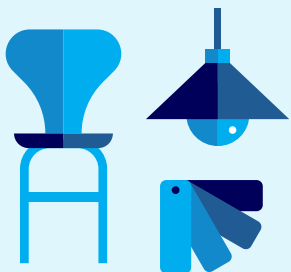
Keep it eclectic... and “electric”



60%

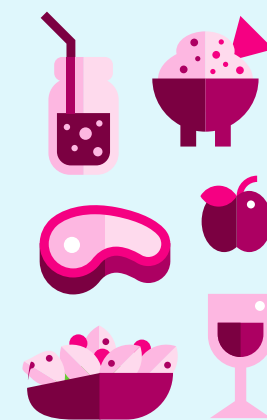
of people prefer food vendor variety to represent a **multicultural mix**.

Keep it cool



New food halls are a lesson in **contemporary interior design**, from industrial chic to mid-century modern.

Think outside the box



62%

of food hall patrons report enjoying the “**collaborative energy**” of surrounding businesses and cultural communities integrated into their food halls.

torkusa.com
866-SCA-TORK

 **essity**

