

Foodservice future: longer opening hours and maximising space

Restaurant and pub operators will look to extend their opening hours to appeal to consumers at any time of the day from breakfast through to late-night dinner.

This was the key prediction made by Horizons' managing director Peter Backman at a British Frozen Food Federation (BFFF) marketing seminar held in Reading earlier today.

Entitled 'Looking into the Crystal Ball', Backman took the BFFF audience into the foodservice sector of the future. His vision included outlets that were open for longer hours, but which appealed to consumers whatever their needs, at any time of day.

Backman said operators would also be forced to utilize their space more efficiently, with larger outlets running several concepts from a single unit such as a takeaway option, quick service food and sit-down restaurant.

'The fundamentals of the market are likely to remain similar, with eating out continuing to grow, albeit slowly, and consumers eating out on a regular basis,' he said, 'but looking five, 10 or more years down the line the cost of rents and overheads will encourage operators to truly maximize the space they have, making each square foot of their premises contribute to boosting turnover in order to improve profitability.'

Backman also said that it was likely that some of the larger pub and restaurant operators would sell off their sub-brands, in order to concentrate on a single concept.

'It's going to be ever-more important for operators to concentrate on what they do well, and shed what they don't do so well. The future is going to be about the offer, the quality of that offer and how profitable the concept is,' he added.

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Editor's Note

Horizons provides fresh insights into the foodservice market, based on longstanding involvement and knowledge about the market and its supply chain. The company provides facts and reports, guidance and learning, workshops and networking for operators, manufacturers, distributors and investors in the UK and across Europe.

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