**A close up of a logo

Description automatically generatedCONTACT INFORMATION:**

**Lumina Intelligence**

**Giorgio Rigali**

**07545990030**

[**Giorgio.rigali@lumina-intelligence.co.uk**](mailto:Giorgio.rigali@lumina-intelligence.co.uk)

**27 August 2020**

**Operators slash the number of dishes on menus by 32% as a result of the coronavirus pandemic**

According to latest piece of monthly analysis from Lumina Intelligence’s Menu Tracker, on average, operators have reduced menu counts to 39 items, from 57 in 2019, since reopening after coronavirus lockdown measures eased.

When broken down by dish type there are still reductions across the board. The average number of starters on an operator’s menu has fallen 43%, main dishes 27%, side dishes 38% and desserts 31%.

If you compare managed pubs/bars to chain restaurants there is a considerable difference in the changes. Chain restaurants have reduced their menu counts by 26% on average, from 53 items in spring/summer 2019 to 39 in spring/summer 2020. In comparison, managed pubs/bars have reduced menu counts by 56% on average, from 81 to 36 items.

Historically pubs have larger menus to offer a wide variation of dishes, however, reduced menus may be a legacy of the coronavirus pandemic for pub operators. Focused or specialised menus offering a smaller choice of dishes and combinations has been a growing trend in the foodservice industry for the past few years. Smaller menus can be more easily tweaked to reflect consumer trends and seasonality, offer better quality ingredients and finished product and make cost management more.

Katherine Prowse, Insight Manager at Lumina Intelligence said, *“Making menus more focused and reducing options is a necessary tool for operators in the current post quarantine stage of the coronavirus pandemic. Upon reopening under strict safety regulatory measures, smaller menus ensure that the ordering process is straightforward and timely. Less menu items means that for back of house staff, distancing and ensuring safety guidelines are met is more achievable. A focused menu also translates into cost savings for operators who can reduce food costs whilst boosting margins from cutting the most unprofitable items from their menus.”*

Join Lumina Intelligence on Thursday, 10 September 2020 for its latest webinar focusing on the menu composition, dish complexity and pricing strategies trends that have arisen since lockdown was eased. Register now [Menu Engineering: Post-lockdown Pricing and Simplification Strategies](https://www.bigmarker.com/lumina-intelligence/menu-engineering-pricing-simplification-strategies?utm_bmcr_source=social)

**ENDS**

**Report methodology**

Data for this report has been collated using the Lumina Intelligence Menu Tracker, which is a database of over half a million menu items across over 150 different foodservice operators.

Within this piece of analysis:

* Spring/Summer (SS) 2019 and 2020 menus have been analysed in this piece.
* Lunch/Dinner undefined and London region only menus have been analysed.
* A selected sample of twenty chain restaurants, managed pub/bar restaurants and contemporary fast food restaurants have been used.

**About Lumina Intelligence**

Lumina Intelligence inspires the global food and drink sector with deep, actionable insights powered by the world’s best analytics technology. Our products and services are used by the major brands and organisations in these fast moving and growing markets to support business planning, strategic marketing and new product development.

With offices in London, Chicago, Montpellier, and Singapore, and local on the ground analysts across our businesses, you can trust our market knowledge. We are committed to providing all our customers with up to date accurate information to support critical decision making.

Combining the expertise and experience of HIM, MCA Insight and Lumina Intelligence, we are the experts in market and consumer insight across the food & drink and nutrition markets.

<https://www.lumina-intelligence.com/>