**A close up of a logo

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**Menus grow, but are still, on average, 20% smaller than pre-pandemic**

According to the latest research from Lumina Intelligence’s Menu Tracker, average dish counts across chain, managed pub/bar and fast food restaurants are up +5.5% in Spring/Summer 2021 versus Autumn/Winter (AW) 2020, with an average of four menu items being added.

Fast food operators have seen the biggest increase in dish counts on menus, up +6.9% in SS 2021 to 47 dishes. In comparison, managed pub/bar restaurants have seen menus grow 4.4% to 63 dishes on average and chain restaurants +5.8% to 64.

Despite increases across menus since the peak periods of the coronavirus, menus are on average 20% smaller than pre pandemic. Operators continue to battle staff shortages, supply chain disruption and price fluctuations whilst considerable uncertainty whilst planning SS 2021 menus would have contributed to continuing to restrict some items.

Commenting on the results, Katie Prowse, Senior Insight Manager at Lumina Intelligence said, *"Whilst we have seen dish counts rise since restrictions have eased, menus still remain significantly smaller than before the pandemic. Whilst we expect menus to continue to grow, operators are still navigating staff and produce shortages. With a smaller menu, operators can potentially rely on fewer ingredients and fewer staff, which mitigates the potential need to close due to staff illness or lack of produce. Smaller menus also help manage costs and with hospitality businesses trying to recoup the revenue they lost during the past 18 months, owners will be keen to drive efficiency."*

Find out more about Lumina Intelligence’s Menu Tracker [here](https://www.lumina-intelligence.com/product/menu-tracker/).

**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 & Autumn/Winter 2018 2021 data
* A sample of 90 operators from chain restaurants (55), managed pub/bar restaurants (23) and fast food (12)

**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.

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