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**4th November 2022**

**Operators keeping total food menu inflation low through menu management**

Total food menu inflation from June to September was +0.9%, well below CPI. Chain and pub and bar restaurants are focusing menu inflation on new dishes, with new dish inflation higher than same-line dish inflation across both channels.

These market developments have been captured by the latest Menu Tracker Report by Lumina Intelligence. The research has also registered coffee & sandwich and restaurant inflation as the highest at +3.3% and +2.4%, respectively.

**New starters, sides and desserts priced higher than existing dishes**

Menus overall have experienced an increase from June to September 2022, with a total number of 137 items on average by the end of this period, +1.8% more than what was observed in June 2022.

Sides, starters and desserts that were new in September 2022 are +23%, +14% and +8%, respectively more expensive than the average dish.

Operators are introducing more sharing dishes across discretionary courses including starter and dessert dishes, to encourage spend as consumers cut back on non-core dishes.

Sharing items have increased in share of starter, main and dessert from June to September 2022, accounting for 7% of total restaurant menus, increasing to 14% of desserts.

There is scope for operators to increase the price of sharing starter, side, and dessert items, with these dishes currently just +47%, +39% and +13%more expensive than non-sharing dishes.

**Same-line dish price inflation is highest for starters, sides, and snacks**

Starters, sides, and snacks registered +1.7% from June to September, meaning that operators have increased the prices of existing dishes, with starters ranking the highest surge, most at +2.8%.

In this way, operators are finding a way to pass on unavoidable cost increases, though not at the rate of inflation, but by managing menus by adding/removing dishes instead.

“*So far, operators have been able to avoid increasing food and drink price points in-line with CPI and food inflation. Instead managing menus through changes in proteins used, the types of dishes offered, and clever NPD has enabled operators to avoid alarming price rises,”* commented Katherine Prowse, Senior Insight Manager at Lumina.

ENDS

**Report Methodology**

Lumina Intelligence’s Menu Tracker enables you to track, compare & analyse the pricing & menu composition of 80 major UK pub, restaurant, QSR, sandwich, and coffee shop operators. Updated monthly, the tool allows for in-depth analysis of:

* Brand menus
* Menu price inflation
* Dietary requirements
* NPD
* Ingredients

The methodology for this report was the following:

* Data from Lumina Intelligence Menu Tracker Tool has been used to produce the analysis.
* Lumina Intelligence Menu Tracker Tool holds food and drink menu data, updated monthly, from the top 20 branded chains by outlets across restaurants, pubs & bars, QSR, and coffee & sandwich shops.
* One site from each brand is used to collect menu data, and a site in the Midlands in a suburban area has been selected. For regional brands, a site with a comparable population density as close to the Midlands as possible has been chosen.
* Same-line dishes are dishes that have the same name and description month on month.
* The data in this report is aggregated on an individual dish level and removes certain categories such as hampers, gift boxes, and multipacks, all pricing data is sense checked. As a result, this report features numbers that may vary from the data in Lumina Intelligence’s digital tool.

**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.