**A close up of a logo

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**Menu Strategies Diverge Across Channels as Operators Tackle Cost Pressures and Consumer Expectations**

The latest quarterly insights from **Lumina Intelligence’s** [Menu Tracker](https://www.lumina-intelligence.com/product/menu-tracker/) reveal diverging menu strategies across hospitality channels in response to rising cost pressures and evolving consumer needs.

**Restaurants and QSRs Expand Menus While Pubs and Coffee Shops Streamline**

According to the data, restaurants and quick service restaurants (QSRs) are growing their menu ranges to appeal to a broader consumer base and stimulate spend. This menu expansion reflects a strategic focus on driving footfall and meeting diverse dining preferences. In contrast, coffee shops and pubs are trimming their offerings, prioritising speed of service, waste reduction, and margin protection. The divergence indicates a clear trade-off between offering variety and achieving operational efficiency.

**Affordable Channels Strive to Balance Value and Rising Costs**

Low-ticket channels such as coffee shops, QSRs, and pubs are leading in menu price increases, driven by intense cost pressures and limited options to absorb inflationary impacts. Despite these price hikes, operators remain cautious of consumer sensitivity. Affordable add-ons are being leveraged to encourage greater spend per visit while maintaining value perception.

**Main Dishes See Sharpest Price Growth**

Among menu categories, mains have seen the largest same-line price increases, particularly within affordable dining channels. This aligns with operators' need to cover escalating input costs without significantly undermining the perceived value of their core offerings.

These insights underline the varied strategies hospitality operators are adopting to navigate an increasingly complex trading environment—balancing menu breadth, pricing, and operational priorities.

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**About Menu Tracker:**

[Lumina Intelligence’s Menu Tracker](https://www.lumina-intelligence.com/product/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 these insights was the following:

* Data from Lumina Intelligence’s 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 branded chains by outlets across restaurants, pubs & bars, QSR and coffee & sandwich shops.
* One site from each brand is used to collect menu data, a site in the Midlands in a suburban area has been selected. For brands that are regional, a site with a comparable population density as close to the Midlands as possible has been selected.
* Same-line dishes are dishes that have the same name and description period-on-period.
* The data above 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 summary features numbers that may vary from the data in Lumina Intelligence’s digital tool.

**Who We Are:**

[Lumina Intelligence](https://www.lumina-intelligence.com/) helps food and drink brands understand their consumers and markets - so they can grow faster, plan smarter, and make better commercial decisions.

We specialise in insight for grocery retail and hospitality, combining trusted data with expert analysis to support your commercial, category, and insight teams.

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