

Feasibility study analysis essay



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BUSTER**

Dessert Category Trends and Consumer Insights CHOCOLATE LAVA DIVINE – 7740111630 WHITE RUSSIAN SKOOOPZ™ – 7740181214 GRASSHOPPER SKOOOPZ™ – 7704181213 Drive Profits with a Winning Line-Up of Decadent Desserts Desserts are a sweet way for operators to drive sales and increase profit margins. Even in tough economic times, desserts hold their own. For example, evening snacks are growing, showing a 6% increase from a year ago. * And as the economy improves, so will the overall demand for desserts. It's easy to see why. Consumers have always had an emotional connection with desserts.

At Dianne's, we help you tap into and maintain those connections by providing you with the information, knowledge and tools you need to offer a collection of decadent desserts on your menu. You can boost initial customer purchase, drive repeat traffic and increase your profitability. The enclosed information was taken from Technomic®, NPD and other sources. You'll learn about a variety of topics such as: • Dessert consumption behavior • Consumer demographics • Hot, new trends • Consumer favorites • Tips to help you merchandise and promote dessert offerings *Source: The NPD Group/CREST, November 2008 2 TRIPLE CHOCOLATE FUDGE CAKE – 7740181105

MOUNTAIN BERRY CREAM FLAN – 7740170507 YIN YANG DIVINE – 7740181201 TABLE OF CONTENTS Consumer Demographics Favorite Consumer Desserts Dessert Trends Profitable Dessert Strategies Design a More Profitable Dessert Menu Dianne's Innovative Marketing Solutions 4-5 6-7 8-11 12-13 14 15 TROPICAL COCONUT CREAM CAKE – 7740181159 SOUR CREAM COFFEE CAKE – 8495240852 TOWERING CARROT CAKE –

7740175600 3 Consumer Demographics There are three main groups of dessert consumers: ages 18 to 20, ages 20 to 24, and age 55 and older. All tend to choose their meals based on taste and are less concerned about health than you might think.

DESSERT USAGE BY AGE* 18-20 7% 35% 46% 24% 24% 20-24 7% 40% 18%
25-34 17% 30% 27% 26% 23% Heavy Moderate Light 35-44 16% 27% 35%
Lapsed 45-54 17% 29% 26% 28% 33% 55+ 15% 27% 25% • 18 to 24 year

olds have a higher metabolism, which allows them to indulge without weight gain, while adults 55+ tend to be less self-conscious about weight. • As consumers age, they are likely to seek out healthier or less sweet options and smaller dessert portion sizes. • All groups prefer not to have dessert health facts “staring them in the face” on a menu. *Source: Technomic, Inc.

2007, The Dessert Consumer Trend Report DESSERT TRENDS WHEN EATING IN GROUPS* Women Like to share desserts at restaurants Only eat desserts at restaurants if others in party do Men 40% 35% 54% 37% • More than half of women prefer to share a dessert, compared to only 37% of men. • 40% of women will only order dessert if someone else is doing so, compared to 35% of men. *Source: Technomic, Inc. 2007, The Dessert Consumer Trend Report

DESSERTS INCREASE DINING SATISFACTION* 54% 7% increase in overall consumer experience when dessert is included with dinner. 47% 40% 47%
39% 48% 48% 53% Not Including Dessert Including Dessert Source: The NPD Group/CREST Overall Experience Quality of Food Variety of Food Taste/Flavor

of Food Key Takeaways: What It Means To You 1 2 3 Be sure to promote appetite appeal of desserts with mouth-watering visuals and descriptive copy while avoiding reference to health-related facts. Offer shareable desserts,

mini-desserts, dessert flights, or a discount when more than one dessert is ordered for each table. Train servers to convince just one person at the table to order dessert, the rest will be more likely to follow.

5 Favorite Consumer Desserts THE VARIETIES AND FLAVORS

A successful dessert menu requires mixing flavors and types being offered.

Variety means a lot when it comes to desserts. 30% 6% 3% Chocolate 22%

Banana 6% Rum 3% Vanilla 15% Cherry 5% Almond 3% Berry 12%

Cinnamon 5% Vanilla Bean 3% Strawberry 11% Chocolate Chip 4% Lime 3%

Fudge 11% Peanut 4% Coconut 2% Caramel 9% Raspberry 3% Pineapple

23% Apple Peanut Butter Others MOST POPULAR SERVED DESSERTS* Cake

Cheesecake Pie or Cobbler Fruit Ice Cream Sundae Cookies Pudding or

Gelatin Candy 26% 19% 17% 11% 10% 9% 6% 1% • 71% of consumers

define dessert as “ traditional desserts such as cookies, pies, cakes, etc. •

Even though fruit was ranked #4, most consumers don’t consider fruit to be

“ dessert” — just 38% defined dessert as “ a sweet but healthy item. ” •

Most consider dessert to be an indulgent item. *Source: 2008 Dinner

Occasion Consumer Trend Report, Technomic 6 WHICH DESSERTS ARE

BETTER AFTER DINNER? * Cheesecake 52% Ice Cream Cake 29% Cake 36%

Brownies 19% Fruit Pie 36% Cookies 16% Cream Pie 34% Fruit 16% Cobbler

34% Tres Leches 15% Ice Cream 31% Frozen Novelty 10% Dianne’s has over

20 varieties of cheesecake. Increase reach of your dessert menu by offering

3 or 4 varieties. *Source: Technomic, Inc. 007, The Dessert Consumer Trend

Report Key Takeaways: What It Means To You 1 2 3 Create a menu that

contains the most popular variety and flavors. Since cakes and cheesecake

are the most popular of all dessert types, offer at least two varieties at all

times. Rotate your dessert menu to reach a wide range of customer preferences. 7 Dessert Trends and Other Industry Trends Mini-desserts Maximize Profits Mini-desserts are the number one dessert trend sweeping the country. * The reasons are clear. • They are a guiltless indulgence – their smaller size doesn't carry the big calories traditionally associated with decadent desserts. They are a great way to facilitate the popular sharing trend. • Their smaller price has become much more important in today's economy. • Dessert flights are a great way to take full advantage of the mini-dessert trend. *Source: NRA Chef Survey 2009 SKOOOPZ™ On-trend and Fun SKOOOPZ™ is the perfect way to take advantage of the mini-desserts craze and to extend your dessert menu for greater customer reach! Available in four classic flavors: • Chocolate Peanut Butter • Vanilla Cheesecake • Strawberry Tres Leches • Lemon Dream Plus two new cocktail inspired flavors: • White Russian • Grasshopper

SKOOOPZ™ Scoop ' n Serve It's easy and cost effective too! Check out SKOOOPZ. com for more information and recipes. + 1 Remove tray from case. = 2 Scoop product from tray. GRASSHOPPER SKOOOPZ™ 7704181213 3 Garnish and serve. 8 Dessert Flights Flying High Flights of mini-desserts is the second hottest trend in the industry. * Since 46% of consumers like to share desserts at restaurants, offering your customers mini-dessert flights presents a great opportunity for optimizing price while capitalizing on the sharing trend. *Source: NRA Chef Survey, October 2008 DESSERTS FOR DINNER OR LUNCH?

TAHITIAN BLONDIE – 7740181207 CARAMEL APPLE PIE – 7740170408 MILK CHOCOLATE CARAMEL GALAXY CAKE – 7740181192 Although the overall

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incidence of having dessert was higher for dinner, consumers are more likely to have certain desserts – brownies, cakes and pies – at lunch. Brownies – individuals and bars – are more portable, so they are a great option for those who have limited time to eat. They can take dessert with them, helping to fuel the dessert “ to go” trend. Some Influences on Dessert Purchases Ordering starters such as soup or salad have a definite influence on dessert purchases.

Female consumers feel starters will make them too full for dessert. Males would rather skip starters altogether and order dessert. What your customers order for an entree influences dessert purchasing. 19% of consumers surveyed report they are more likely to order dessert if they consume salad as their entree. * Offering desserts “ to go” helps keep the food-order portion of those customers in house. 12% of people go elsewhere for dessert or coffee after dining at a restaurant. * *Source: 2008 Dinner Occasion Consumer Trend Report, Technomic 9 Dessert Trends and Other Industry Trends AFTERNOON SNACKS ON THE RISE Midscale Dessert Category '07 - '08 % Change Lunch -9% -8% +13. 7% Try offering desserts as Supper Afternoon Snack Source: The NPD Group, CREST afternoon snacks! MOST POPULAR SERVED DESSERTS Distribution of Casual Dining Dessert Servings Year Ending November '08 Cobbler/ Crisps Pies 5% 15% 34% Cakes 18% Brownies 28% Cheesecake Source: The NPD Group/CREST, November 2008 10 HEALTHY DESSERTS* Please indicate how much you agree or disagree with the following on a scale of 1-6. Where 6 = agree completely and 1 = disagree completely. All people responding 5 or 6) 33% I eat healthier desserts more now than I used to 26% I would like to see nutritional

information for desserts listed on the menu 22% Desserts in general are unhealthy 13% All tasty desserts are unhealthy Mini-desserts or dessert flights are a great way to respond to growing health concerns. They are smaller and less calorie-laden without sacrificing taste. *Source: Technomics “Desserts Consumer Trend Reports”, n= 1, 501, 2008 Key Takeaways: What It Means 1 2 3 4 5 Including mini-desserts as part of your menu is critical for a number of reasons.

They position you for dessert category growth, give consumers a lower-calorie, lower-priced alternative, and capitalize on the dessert sharing trend. Desserts are a viable menu item for lunch, dinner, afternoon, and evening snack, extending your reach and opportunity for profit. Cakes, cheesecakes and brownies are the most popular with consumers. Offer a variety to tempt even more of your customers. Offer quality coffee to prevent customers from going someplace else for dessert. Train your servers to promote desserts stronger with customers who skip starters and/or eat a light entree such as a salad. 11 Profitable Dessert Strategies

Desserts are money in your pocket. In fact, the average check increases by 26% when desserts are ordered. So it only makes sense to spend time and effort to market your desserts wisely. There are many things an operator can do to boost appetite appeal and sales. Source: The NPD Group/CREST, November 2008 AMARETTO ALMOND CHEESECAKE - 7740170006 THE “CHECK AVERAGE” Without Dessert With Dessert \$12. 51 \$15. 78 +26% With Cheesecake \$18. 15 +45% DESSERT MERCHANDISING Platescaping is an easy way to create an upscale look that’s more appealing and profitable. Here are a few tips and tricks to help you decorate a dessert plate:

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Ripples 1. Cover a dessert plate entirely with one sauce. 2. Stripe it with another colored sauce. 3. Draw a skewer through the stripes in alternating directions. Sweetheart Wreath 1. Using 2 different sauces, alternate pools of sauce in a circle on a dessert plate. 2. Layer a dime size pool of contrasting topping within each pool of sauce. 3. Draw a skewer in a circular motion through all the pools to form a wreath. Criss Cross 1. Draw straight lines with one sauce across the plate. 2. Rotate plate and draw the same number of lines across in another color to form a grid. 12 A variety of shapes and sizes help to sell.

For instance, serve triangular-shaped brownies. It breaks tradition, looks great on a serving tray and the diagonal cut to a smaller size helps to cut costs too. In fact, downsizing encourages customers to indulge and helps your bottom line. Bundling an entree and dessert together delivers true value to your customers. This value-added aspect to your menu goes a long way in tight economic times and will continue to pay dividends down the road by helping to enhance customer loyalty to your establishment. VARIETY PACK #2 (ROCKY ROAD, CHOCOLATE PEANUT BUTTER SILK, DUTCH APPLE, TROPICAL) – 7740165610

Offer a variety of desserts based on taste and appearance. After all, that's the basis for customers' dessert-buying decisions. Taste, of course, is most important with 61%* of consumers saying it's their most important consideration. *Source: Technomic, Inc. 2007, The Dessert Consumer Trend Report Remember your servers. When motivated, they are the ones who drive sales. They should know the details of your desserts. Give them demonstrative tools, make it easy for them to serve and sell. Group event <https://assignbuster.com/feasibility-study-analysis-essay/>

marketing is often overlooked by hotel and convention center operators but can produce big dividends.

Offer small desserts – like SKOOOPZ™ – during meeting breaks. They help leave a better overall impression of the event. More Merchandising Ideas • Offer seasonal specialties or garnish with seasonal fruits • Position dessert trays at the front of establishment • Pre-order mention of desserts • Offer a selection of smaller portions and shareables • Room service dessert selection • Include high-quality coffee or tea in price of dessert • Promote all dayparts – breakfast, brunch, lunch, afternoon snacks, evening meal and late night snack • Pass out samples • Dessert platter with dipping sauces 3

Design A More Profitable Dessert Menu 1 Item placement is important – the high gross profit items should always go first, high up on list. 2 Use special effects such as boxing and shading. 3 Symbols and icons in the menu increase sales up to 15%. 4 Consider your patrons and use a larger typeface if many are older. 5 Always round up the pricing. 6 Promote sampler and bundling platters on menu. 7 Offer a discount for multiple dessert orders. 8 Always use high-quality food styling and photography. 14 MINI CHOCOLATE BUNDTTS – 8495240045 CHAOS PIE™ WITH SNICKERS® – 8495240508

OLD FASHIONED LEMON BAR – 7740165301 Dianne’s Innovative Marketing Solutions Our turnkey marketing programs offer everything from menu planning to customizable merchandising systems. These powerful tools will help you successfully market your dessert menu, while calculating the return on your investment. STEP 1: Dessert Category Trends and Consumer Insights By highlighting the latest research and industry trends, this easy-to-use

reference helps you better understand the dessert category and guides you in using this information to craft the ultimate dessert menu.

STEP 2: Dessert Profitability Calculator This easy-to-use CD lets you determine your potential annual profit from the sale of our dessert collection.

STEP 3: Three Steps to Developing a Profitable Dessert Menu This proven, research-based process and “dessert menu assessment” can help you implement winning dessert menu strategies. **STEP 4: Print-on-Demand** Our Print-on-Demand system lets you easily create customizable merchandising material, while saving money on printed material inventory. 15

The Hottest Trends from Our Collection of Decadence TRIPLE CHOCOLATE FUDGE CAKE - 7740181105 S'MORES LAVA ROLL - 7740181113 LEMON DREAM SKOOOPZ™ - 7740181111 GRASSHOPPER CANNOLI - 7740181213 TIRAMISU TORTE - 8495240323 ROYAL MINIATURE CHEESECAKES - 7740170048 TROPICAL COCONUT CREAM CAKE - 7740181159 CHOCOLATE PEANUT BUTTER SKOOOPZ™ - 7740181109 GOURMET TURTLE CHEESECAKE - 7740180093 For more information, call 1. 800. 457. 5727. Or visit menuinspirations.com. ©2009 H. J. Heinz Co. , L. P. CatIntel2009 11/09