



INSPIRED INNOVATION



# Comfort Foods

## Give Your Customers the Warm Fuzzies!



# Comfort-Driven Food Occasion: Over Half Find Themselves With Comfort Food Cravings

**51%**

of consumers crave comfort food

*Skews female (57%)*

*Where do you visit most often when seeking comfort foods?*



Family-Style

**53%**



Casual-Dining

**50%**



Fast-Food

**47%**



Local/Indep. FSR

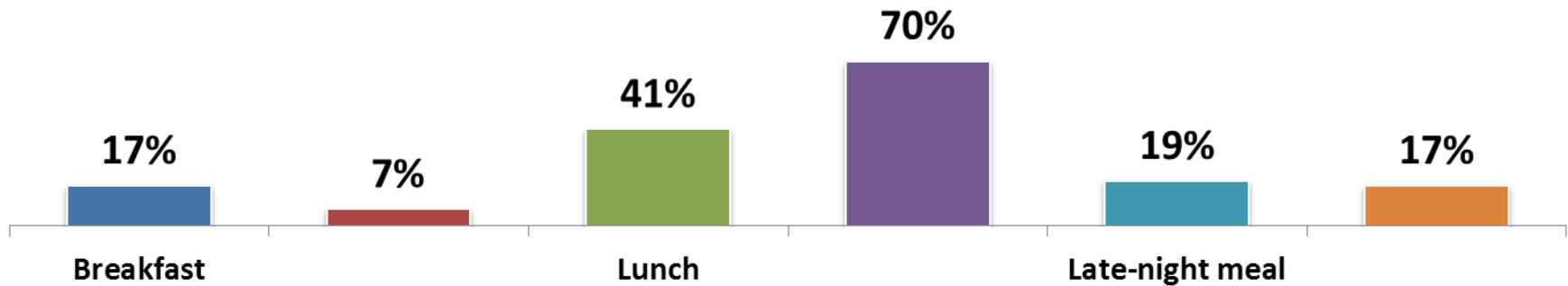
**43%**



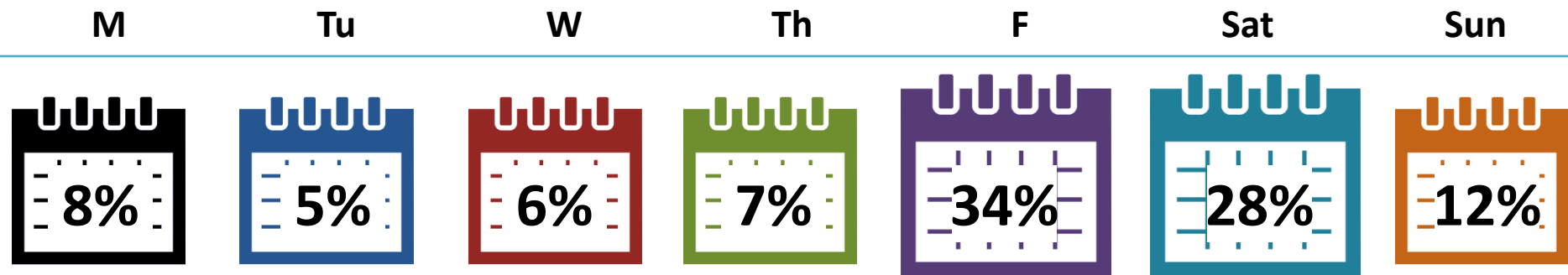


# Comfort Food Occasion Breakdown: Skews Heavily Towards Weekend & Dinner Visitation

## Daypart



## Day of Week

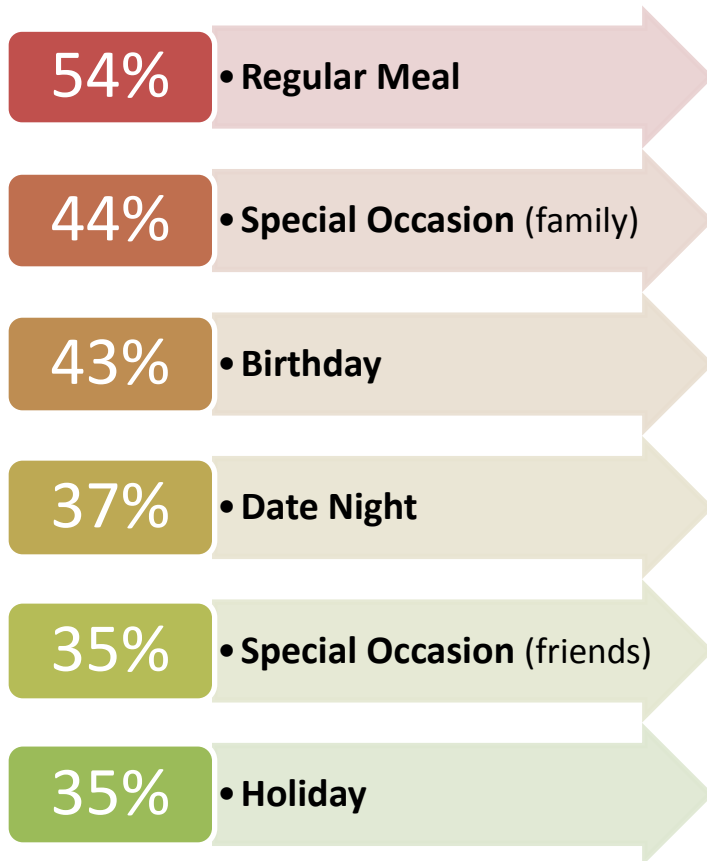


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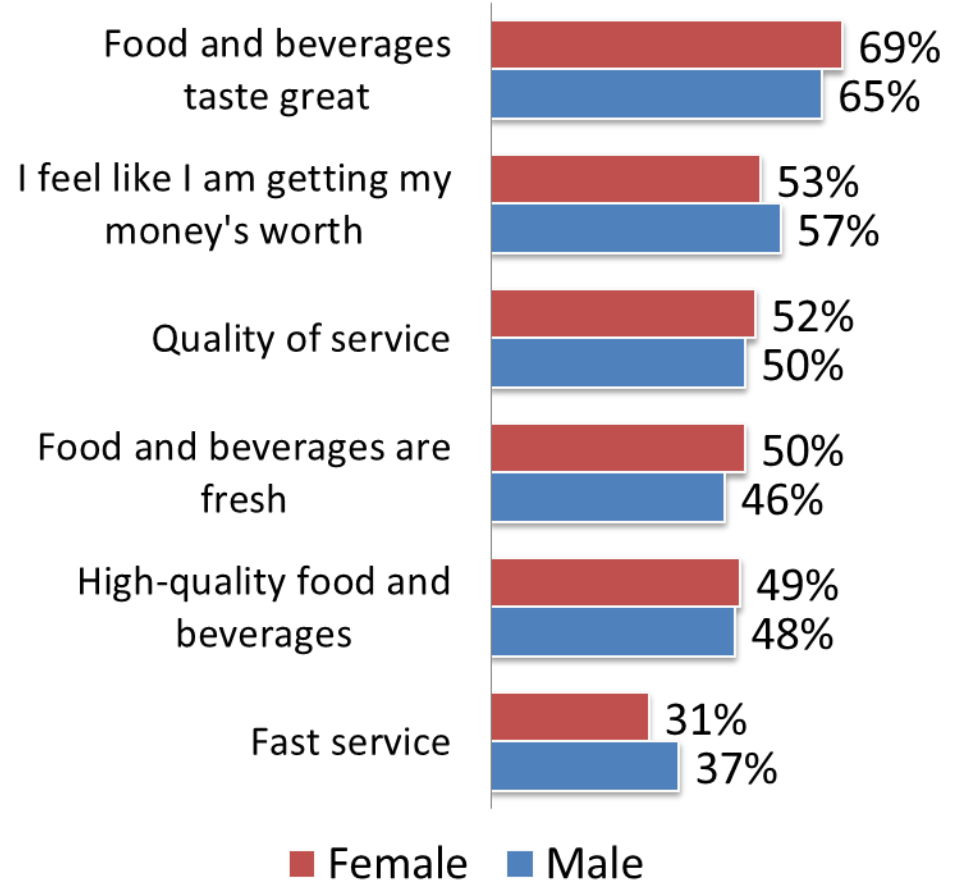


# What's The Occasion? Most Comfort Dining Occasions Are Regular Meals With Family or Friends

## Top Occasions For Comfort Food Dining

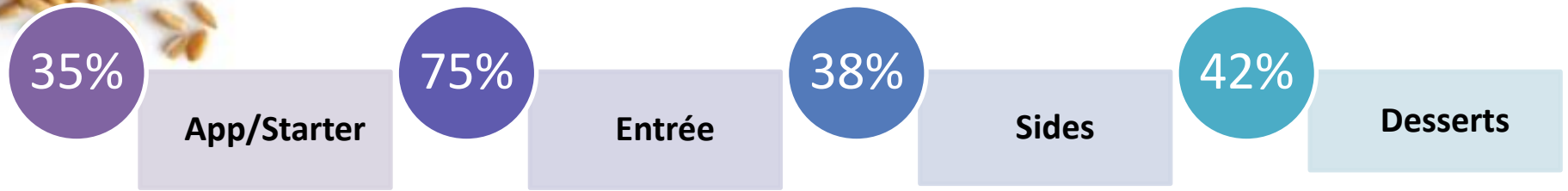


## Top Factors When Deciding Where To Purchase Comfort Food





# What Do You Consider to be Comfort Foods?



Foods
Pizza
Chicken
Burgers
Pasta
French Fries
Ice Cream
Chocolate
Soup
Steak
Mac & Cheese

Beverages
Coffee
Tea
Soft Drinks
Hot Chocolate
Milkshakes
Beer
Wine
Milk
Coke
Water

Flavours
Chocolate
Vanilla
Sweet
Spicy
Strawberry
Salty
Cheesy
Barbecue
Caramel
Rich

