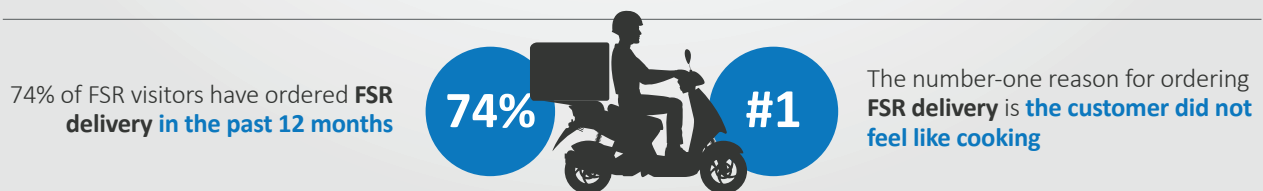
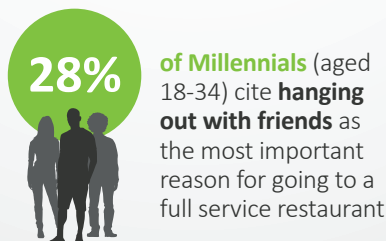
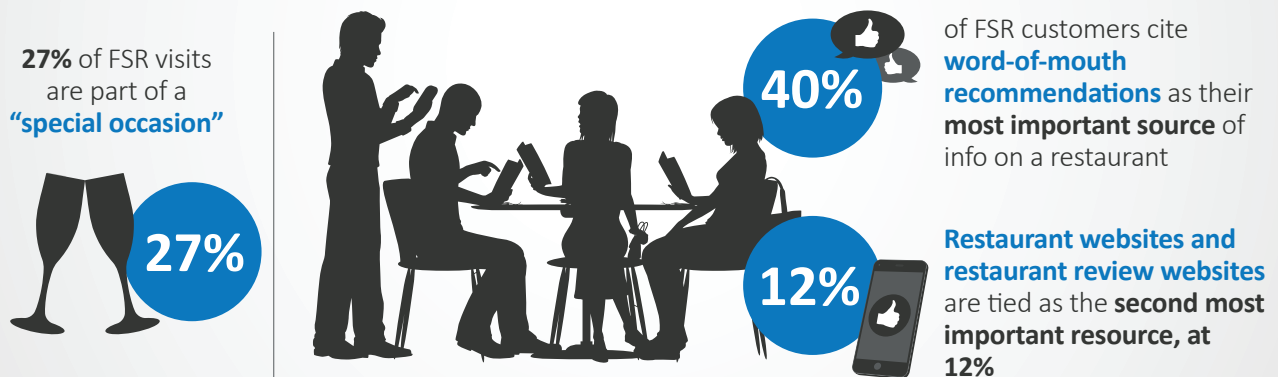


New Realities of Full Service Restaurants in Canada

The full service restaurant (FSR) segment in Canada has been challenged by declining visits for a several years as competitive pressures have been increasing from all segments of the marketplace. It's critical that you understand these new realities and consumers' dining preferences and behaviours so you can create actionable strategies to build traffic and grow sales. **Here are some insights to get you started.**



Winning in this new environment requires confident decision-making and a full understanding of Canadians' dining preferences, perceptions, and behaviours. Get more insights like this in the latest edition of our new report, **Full Service Dining: New Realities**.

Source: The NPD Group / Full Service Dining: New Realities, Ninth Edition

Learn more about the report. Contact your NPD account representative, call us at 866-444-1411, or email contactnpd@npd.com.

