### CONSUMER RESTAURANT SPENDING—THEN AND NOW

<table>
<thead>
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<tbody>
<tr>
<td>Restaurants</td>
<td>$14 billion</td>
<td>$209 billion</td>
</tr>
<tr>
<td>Health and beauty</td>
<td>40% increase</td>
<td>49% increase</td>
</tr>
<tr>
<td>Travel</td>
<td>58% increase</td>
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Consumer spending in the restaurant and food service industry only modestly increased during the recession.

Since 2009, the increase in consumer spending on restaurants has only been topped by travel and health and beauty.

### ARE CONSUMERS EATING OUT MORE SINCE 2009?

- 30% increase in overall personal consumption spending
- 40% increase in personal consumption spending on restaurants

### GROWTH IS ALL ABOUT CATEGORY

(2009 vs. 2016)

- Some segments have performed better:
  - Fast casual: 127% increase
  - Snack and beverage bars: 59% increase
- Some segments have performed worse:
  - Cafeterias and buffets: 27% decrease

*Estimated
THE RISE OF FAST CASUAL

The restaurant industry has responded to **CHANGING CONSUMER TASTES**

As the fast casual space becomes more crowded, **COMPETITION WILL BECOME FIERCE** to win spend

**INCREASE IN NUMBER OF RESTAURANTS**

(2009 vs. 2016)

<table>
<thead>
<tr>
<th>Restaurants</th>
<th>Fast casual units</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>6%</td>
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<td>86%</td>
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**COMPETITION ALSO COMES FROM OUTSIDE**

The modern consumer wants **QUICK AND HEALTHY MEALS** at a **REASONABLE PRICE**

**$12.5 billion**

sales increase of prepared foods by grocery stores since 2009

**$51 billion**

Prepared food sales from grocery and convenience stores in 2016

*Estimated

Sources:
1. Bureau of Economic Analysis, Aug 2017
7. Technomic State Of The Fast Casual Industry, restaurant.org, 2017
10. "Fresh prepared food elevates groceries drives foot traffic", foodnavigator-usa.com, Feb 08, 2016

THE POWER OF BEING UNDERSTOOD

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