



Future looks bright for food-to-go

lunch! has carried out its first industry confidence survey to coincide with this year's exhibition. Conducted in early September 2011, the survey included nearly 100 individuals from a representative sample of retail businesses in the eating out of home sector.

With the results in it is clear that many believe there may be better times ahead for your business. Despite the still uncertain economic conditions, the food on the move industry remains positive about the

outlook for the next 12 months, with 68% expecting an improvement for their business and 64% stating that they were more positive about the outlook than a year ago. 47% expected consumer spending on food on the move to improve, whilst only 28% expect it to deteriorate over the coming 12 months.

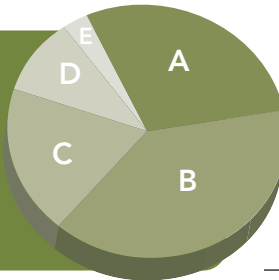
Whilst most companies surveyed are optimistic about the outlook for the industry, the majority also believed that there is a direct

correlation between the economy generally and food on the move sales, with 94% stating that spending is closely or somewhat related to the economy. On health issues, 35% believed the average British consumer is much more health conscious than five years ago, whilst 51% believe they are somewhat more health conscious, which is likely to lead to a further increase in 'healthy options' at retail level.

See below for the full results of the **lunch!** Survey 2011.

Overall, how do you expect your business to improve over the coming 12 months?

- A. Significant improvement29.0%
- B. Some improvement39.1%
- C. Remain similar18.8%
- D. Some deterioration10.1%
- E. Significant deterioration2.9%



Generally speaking, how concerned do you think average consumer is about the salt content in food?

- Very concerned12.1%
- Somewhat concerned 66.7%
- Not at all concerned ..21.2%

On balance, how resilient do you think the food-to-go market is to a weak economy?

- Spending is strongly related to the economy38.2%
- Spending is somewhat related to the economy ..55.9%
- Spending is not severely affected by the broader economy ..5.9%

Generally speaking, how concerned do you think average consumer is about the fat content in food?

- Very concerned13.8%
- Somewhat concerned76.9%
- Not at all concerned9.2%

Compared to the last 12 months, how do you think consumers spending habits on food to go will change over the next 12 months?

- Significant improvement ...4.4%
- Some improvement42.6%
- No change25.0%
- Some deterioration23.5%
- Significant deterioration ..4.4%

On balance, how optimistic do you feel about the outlook for your business compared to a year ago?

- Much more optimistic ...10.4%
- More optimistic53.7%
- No change19.4%
- Less optimistic16.4%

How health conscious do you think British consumers are compared to five years ago?

- A. Much more35.3%
- B. Somewhat more51.5%
- C. Same13.2%
- D. Less0.0%
- E. Much less0.0%

