If you have noticed consumer traffic slowing down, you’re not alone. Understanding how to appeal to consumers is key to driving future visits and strengthening consumer loyalty.

- **Gen Zers and millennials**, spend the most on each foodservice occasion.*. They prioritize convenience, speed of service, and quality food

- **Breakfast is a bright spot**, and the only major daypart to see traffic growing compared to one year ago.* Offer menu items that allow consumers to treat themselves at a reasonable price.

- **Consider key menu trends**:  
  - Sweet indulgences  
  - Nostalgia, such as familiar flavors and trusted brands  
  - Flavor variety through simple ingredient swaps  
  - Snack size offerings that can be enjoyed throughout the day  
  - 8 in 10 consumers say taste and flavor are important to creating value on the menu

- Discounts and promotions can drive visits, but they may not drive loyalty. Consider instead simple loyalty programs that require repeat visits but allow consumers to earn rewards or special access to services and unique menu items

47%** of consumers say they are more likely to visit a restaurant with a loyalty program

Go www.wkkelloggawayfromhome.com for segment-specific ideas for products and recipes to build customer loyalty.

*Source: Technomic Ignite Consumer, June 2023  
**Source: Technomic Q1 2023 Consumer & Operator Outlook Report  
***Base: 750 consumers per segment among those who use these channels  
***Source: Technomic 2023 Value & Pricing Consumer Trend Report  
Image Source: Shutterstock