

CONNECTING WITH CONSUMERS

R&I

RESTAURANTS
& INSTITUTIONS

comfortably ahead

Homey meets haute when global twists infuse new life into menu favorites.

By Allison Perlik, Senior Editor

Sometimes, not even the most tender bite of grilled Kobe beef can compete with macaroni and cheese. Even as American palates grow more sophisticated, diners crave nostalgia, making pot roast and other comfort foods rich menu fodder for operators. To keep recipes fresh and trend-forward, chefs are re-imagining homespun fare with global influences and ingredients.

Hungry For Change

60%

Percent of diners who usually choose a meal that is different from what they eat at home when ordering dinner from a restaurant.
(R&I New American Diner Study)

For Chris Santos, chef-owner of restaurant-lounge The Stanton Social, multi-ethnic comfort foods distinguish his shared-plates menu in New York City. Braised Short Rib Soft Tacos gain Latin flair from a marinade of chiles, cumin, coriander, cilantro, sugar and honey, while accompaniments reflect the recipe's Mediterranean roots.

pc mac
and other updated
comfort-food favorites

Do 'Sustainable'
and 'Local' Matter
to Consumers?