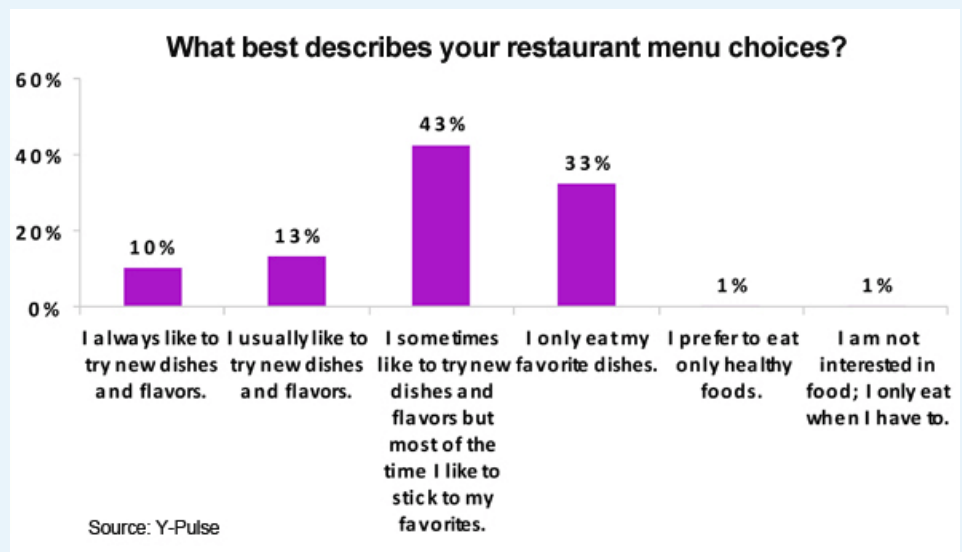


Restaurants Rethink Kids' Meals

January, 7 2014 — Restaurants are seeing less of their youngest and arguably fussiest customers. Not only are parents taking children out less frequently, but kids themselves say they would rather eat at home, forcing

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For many, family traffic is increasingly hard to come by, according to recent reports. Most kids would rather eat at home than in most restaurants, according to Y-Pulse, a Chicago-based firm that specializes in studying kids and young adults.



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A survey of 500 boys and girls ages 8 to 13 released in August found that 58 percent of kids love eating at home and 39 percent like it. That's a 97-percent favorable response.

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However, they like restaurants, too, Y-Pulse found. Ninety percent of respondents said they like or love chain restaurants with waiter service, 89 percent said they like or love quick-service restaurants, and 80 percent said they like or love independent restaurants.

“What’s out there has not been attractive to families with kids,” NPD analyst Bonnie Riggs told NRN in November. “They want something different, too.”

The National Restaurant Association’s recent survey of chefs’ trend predictions for 2014 found “Healthful