

FoodManagement

Kids' Menus: Yawn

Taking a look at kids' menus from the past four years, Mintel Menu Insights reports same-old, same-old selections. Chicken fingers steadily account for 10% of kids' menu items, followed by grilled cheese sandwiches, mac 'n cheese and burgers, according to the report. Hot dogs, fries and corn dogs are also usual suspects, despite growing concern for childhood obesity.

Are kids really so set in their ways? No way, says Mintel's Maria Caranfa, RD, "Our research shows...children are open to fruits, veggies and healthier versions of standard fare." And, she adds, mom and dad are also hoping for some healthier options. "The generic kids' menu really doesn't meet the desires of today's families."

:KID DICTIONARY:

nach•su•shiz•za

(n.) Nachos with sushi and pizza in it.

Created by a student responding to the Dream Kitchen Survey, conducted by Y-Pulse, LLC. The study found that the sushi flavor of wasabe is gaining popularity with third- through fifth-graders.