



FOOD Barometers 2019

RESTAURANTS BAROMETER



FOREWORD

- ▶ **8th FOOD barometers.** As part of the evaluation of the European FOOD programme, barometers have been launched every year since 2012 in order to understand and analyse needs and opinions about healthy eating of the two main target groups: employees and restaurants.
- ▶ **Number of answers.** Among the 10 Member states involved in the programme, between 6 and 9 countries generated answers from almost 130 000 and 9 501 restaurants since 2012.
- ▶ **New entries.** In 2017, additional questions related to new technologies supporting the promotion of healthy eating at the workplace were included into the FOOD barometers. They remain in the 2019 barometers.

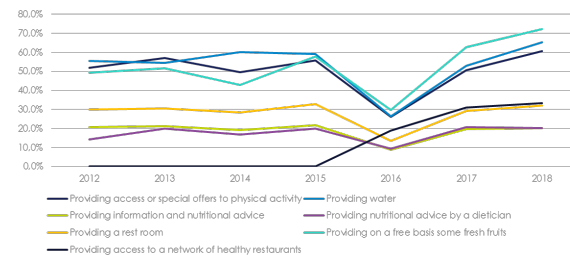
READING GRID

► For each question of the barometer, you may find:

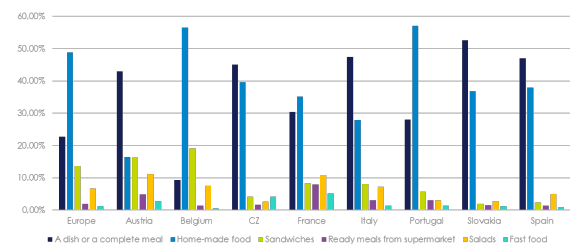
- A **line chart**, showing the EU evolution over the years (from 2012 to 2019)
- A **bar chart**, enabling a country by country comparison for the year 2019

► Reading tip: you can hover the mouse over a bar or a point on a line to display the corresponding figure

EU Evolution over the years (2012-2019)



Country by country analysis (year 2019)



Questions

1. In which category would you classify your restaurant?
2. Generally speaking, who are your guests?
3. How would you rate your staff's level of knowledge on balanced nutrition (including you)?
4. Over the past 12 months, have you noticed any change among your guests in the following?
5. The following are frequently expressed statements concerning healthy meals in restaurants. Please rate these statements according to your agreement.
6. Shall you want to propose a healthier food offer to your customers, new technologies (mobile applications, online tools) can support you in changing your cooking habits:
7. Shall you want to propose a healthier food offer to your customers, what kind of technology would best support you in doing so (several answers possible)?

BAROMETERS' RESULTS 2019 : NUMBER OF ANSWERS

EMPLOYEES

| | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|----------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|--------------|
| Austria | - | - | - | - | 1012 | 503 | 502 | 312 |
| Belgium | 1419 | 484 | 983 | 3192 | 4565 | 9398 | 15350 | 12821 |
| Czech Republic | 731 | 501 | 1591 | 1079 | 823 | 1777 | 1105 | 1972 |
| France | 1085 | 892 | 920 | 1011 | 1208 | 1798 | 1509 | 1324 |
| Italy | 970 | 317 | 1004 | 1067 | 540 | 1170 | 1610 | 1753 |
| Portugal | - | - | - | 512 | 1035 | 3630 | 1173 | 13019 |
| Romania | - | - | - | - | - | - | - | 3654 |
| Slovakia | 616 | 736 | 539 | 1105 | 1175 | 1226 | 2351 | 3861 |
| Spain | 501 | 614 | 543 | 621 | 1391 | 821 | 1828 | 8393 |
| Sweden | 1002 | 1068 | - | - | - | - | - | - |
| Total | 6324 | 4612 | 5580 | 8587 | 11749 | 20323 | 25428 | 47109 |

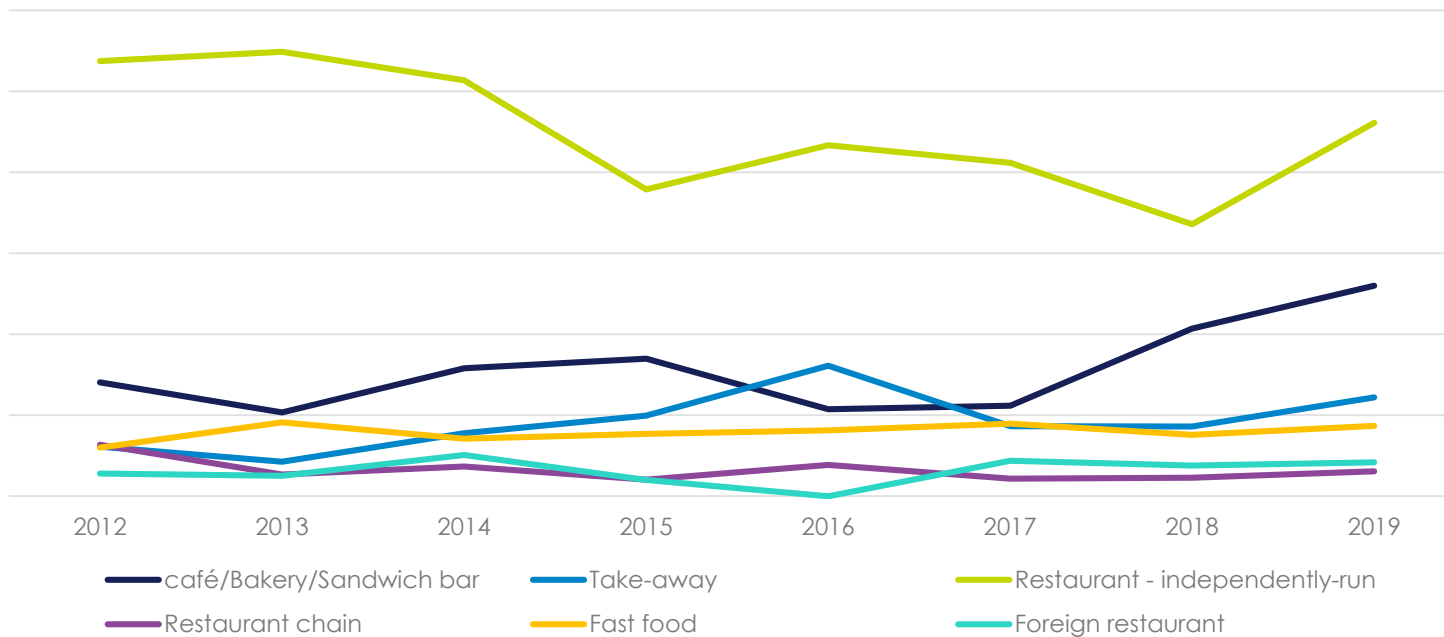
RESTAURANTS

| | | | | | | | | |
|----------------|------------|------------|------------|-------------|-------------|-------------|-------------|-------------|
| Austria | - | - | - | - | 129 | 97 | 81 | 51 |
| Belgium | 41 | 42 | 56 | 0 | 59 | 51 | 52 | 50 |
| Czech Republic | 243 | 209 | 134 | 207 | 51 | 202 | 90 | 120 |
| France | 52 | 83 | 92 | 105 | 300 | 317 | 178 | 197 |
| Italy | 182 | 133 | 271 | 774 | 637 | 352 | 782 | 932 |
| Portugal | - | - | - | 43 | 109 | 86 | 52 | 68 |
| Romania | - | - | - | - | - | - | - | 62 |
| Slovakia | 52 | 64 | 53 | 86 | 102 | 105 | 76 | 108 |
| Spain | 212 | 139 | 115 | 63 | 139 | 85 | 100 | 180 |
| Sweden | 50 | - | - | - | - | - | - | - |
| Total | 832 | 670 | 721 | 1278 | 1526 | 1295 | 1411 | 1768 |

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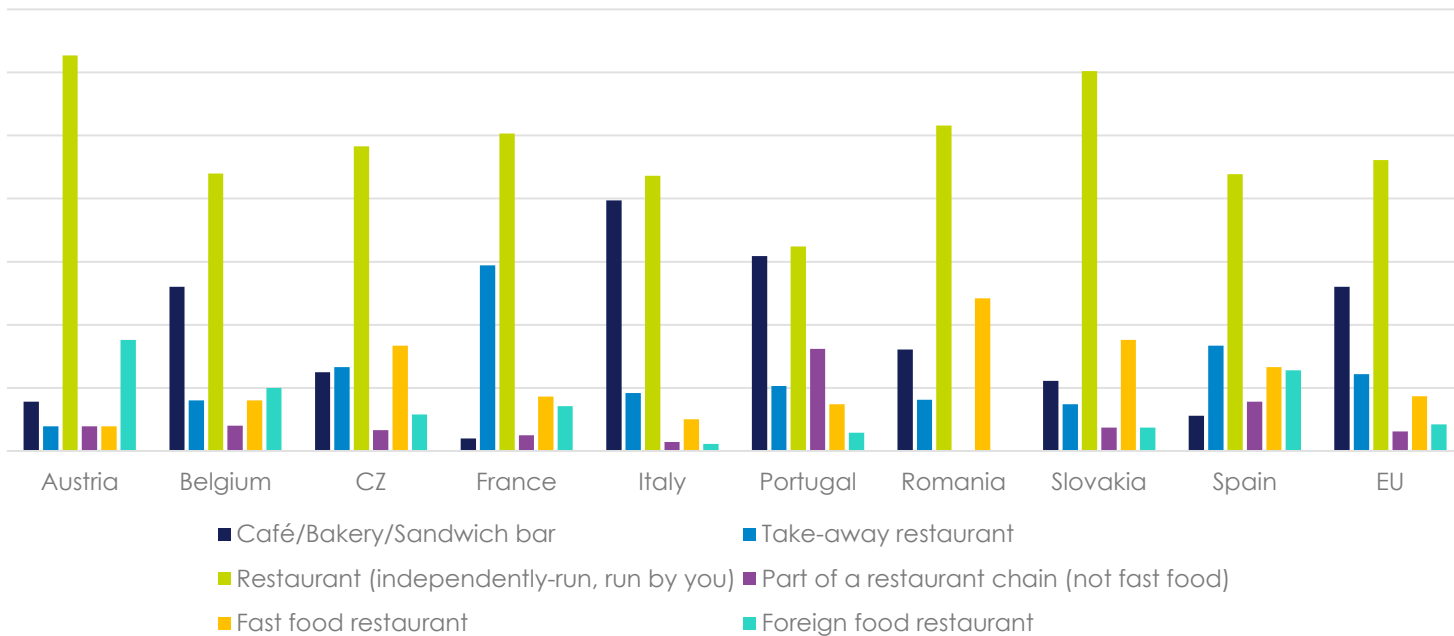
IN WHICH CATEGORY WOULD YOU CLASSIFY YOUR RESTAURANT?

Evolution over the years
(2012-2019)



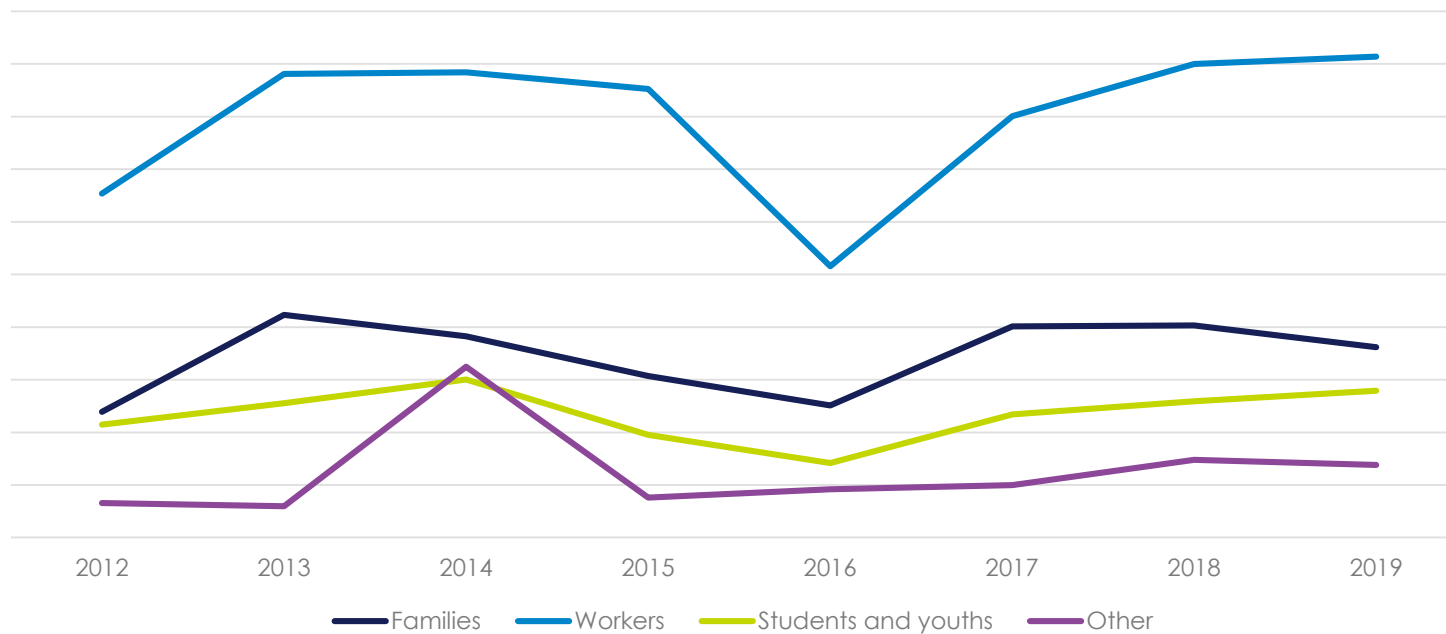
IN WHICH CATEGORY WOULD YOU CLASSIFY YOUR RESTAURANT?

Country by country
(2019)



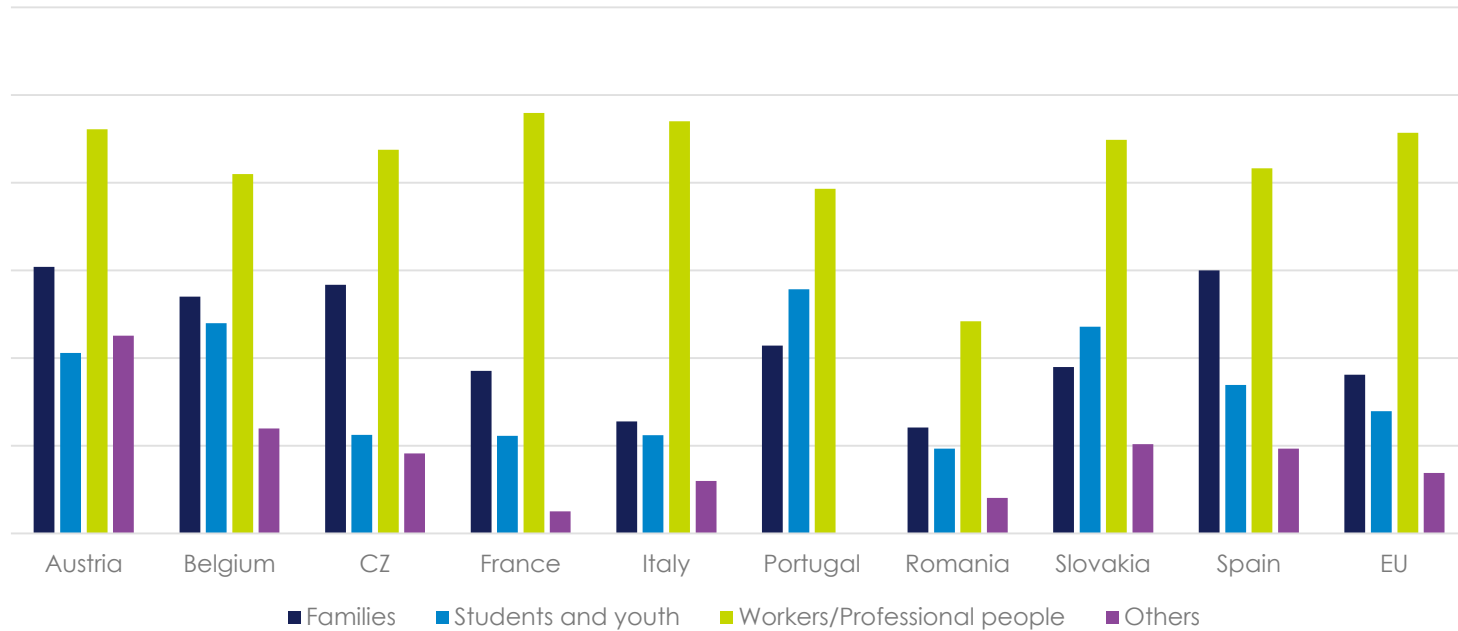


Several answers possible



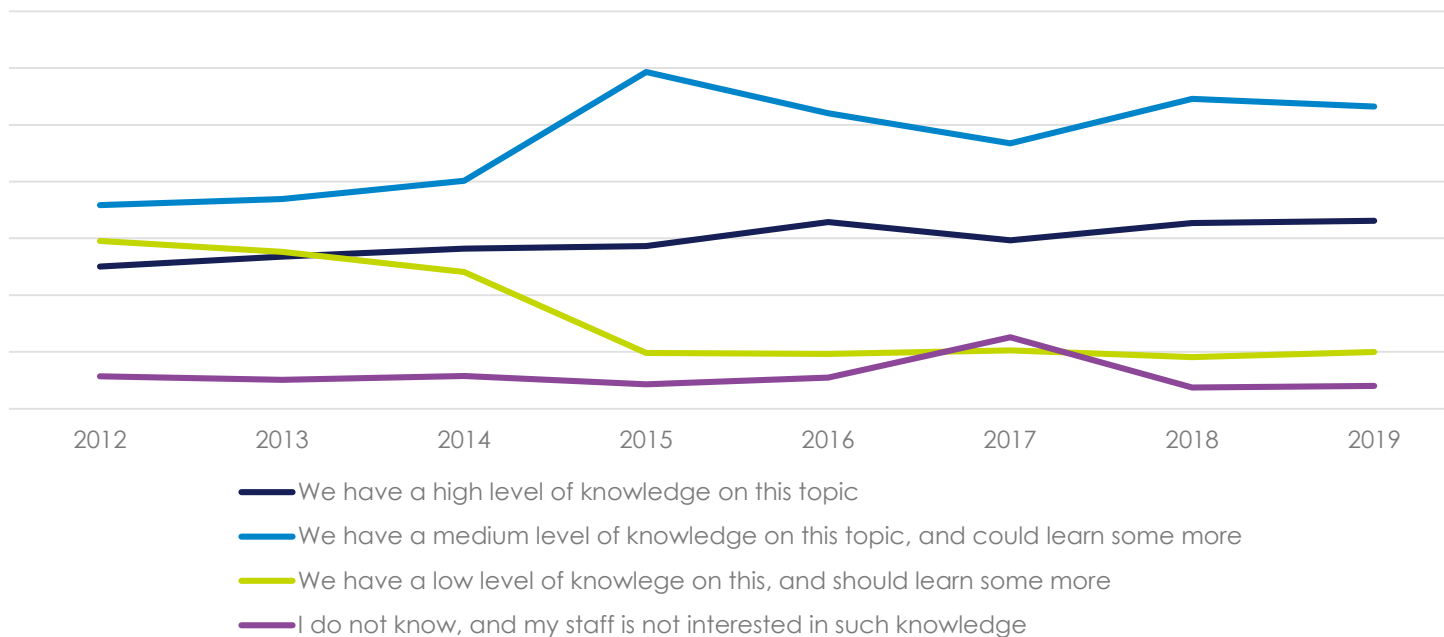


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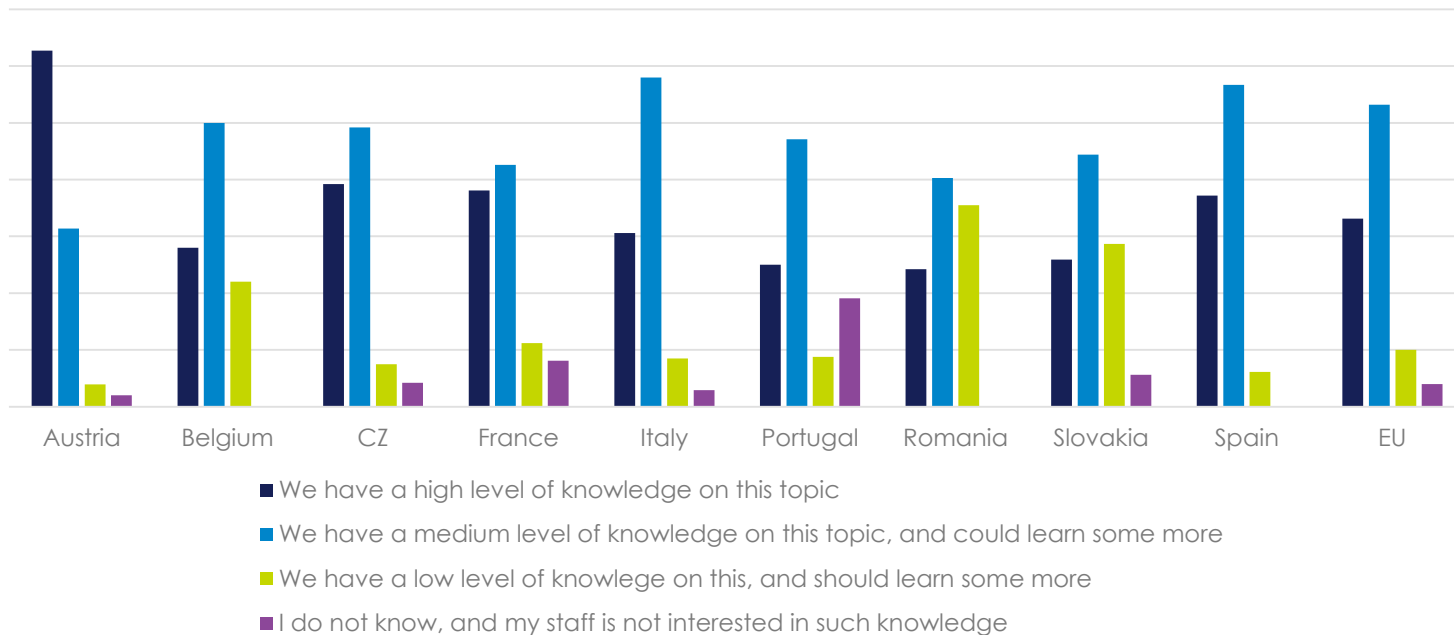
HOW WOULD YOU RATE YOUR STAFF'S LEVEL OF KNOWLEDGE ON BALANCED NUTRITION (INCLUDING YOU)?

Evolution over the years
(2012-2019)



HOW WOULD YOU RATE YOUR STAFF'S LEVEL OF KNOWLEDGE ON BALANCED NUTRITION (INCLUDING YOU)?

Country by country
(2019)

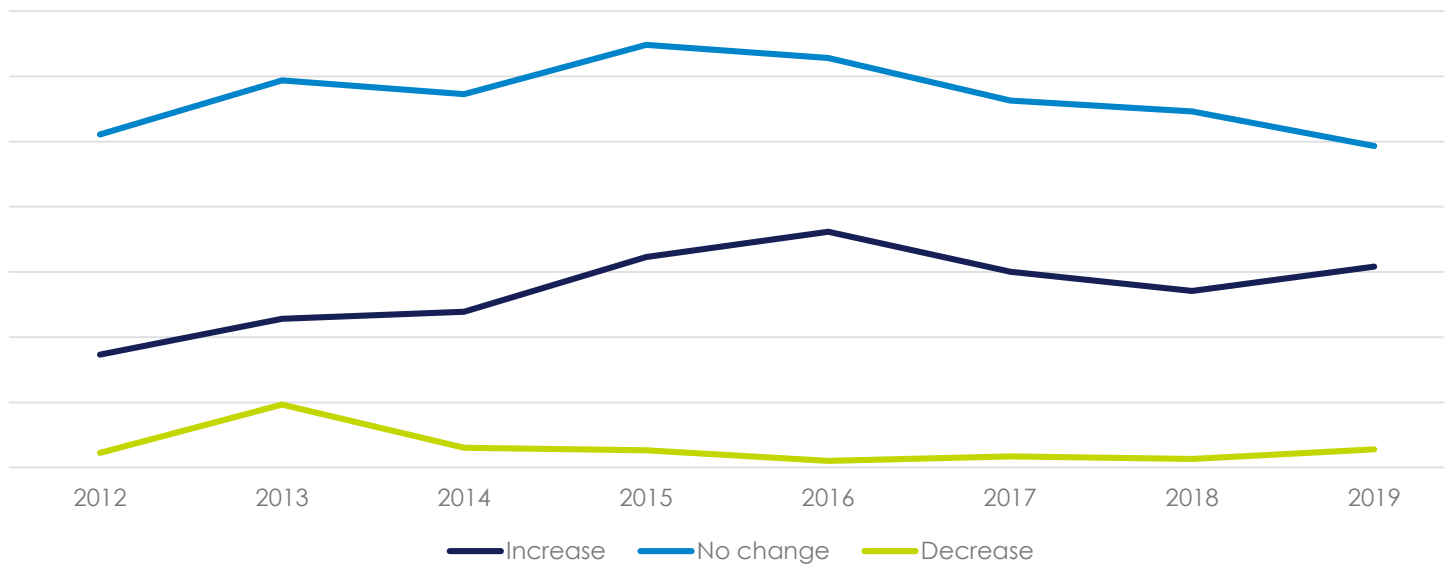


OVER THE PAST 12 MONTHS, HAVE YOU NOTICED ANY CHANGE AMONG YOUR GUESTS IN THE FOLLOWING?

Evolution over the years
(2012-2019)



In the demand for balanced/healthy meals

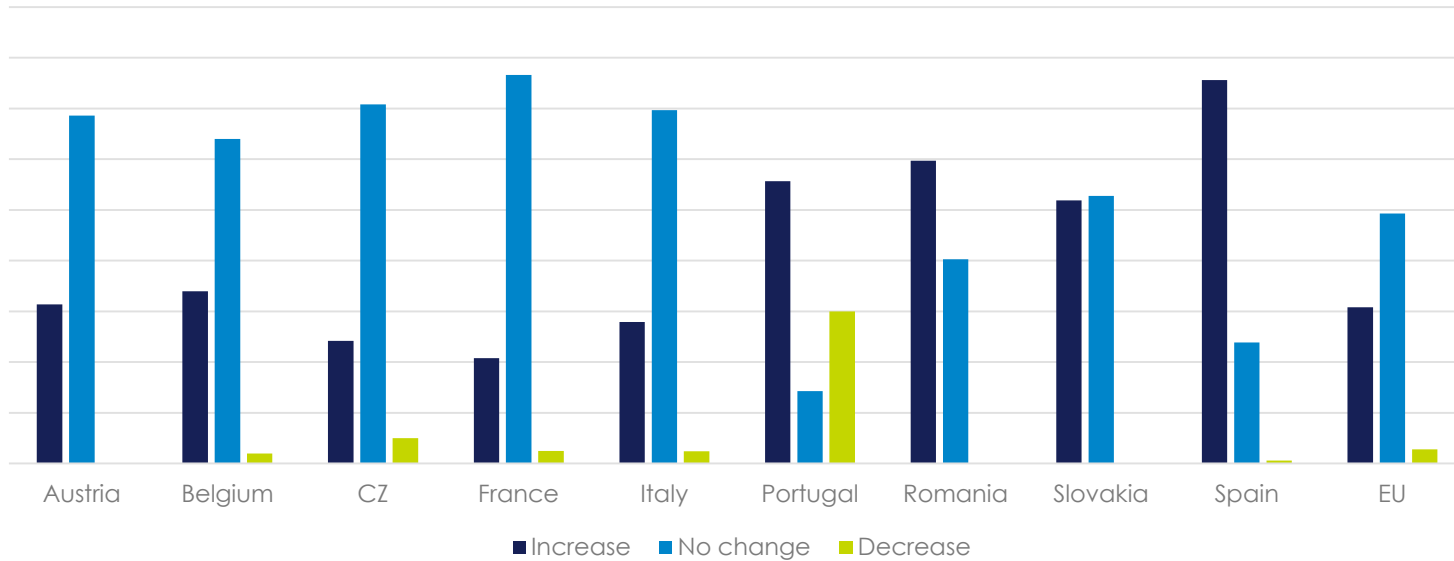


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Country by country
(2019)



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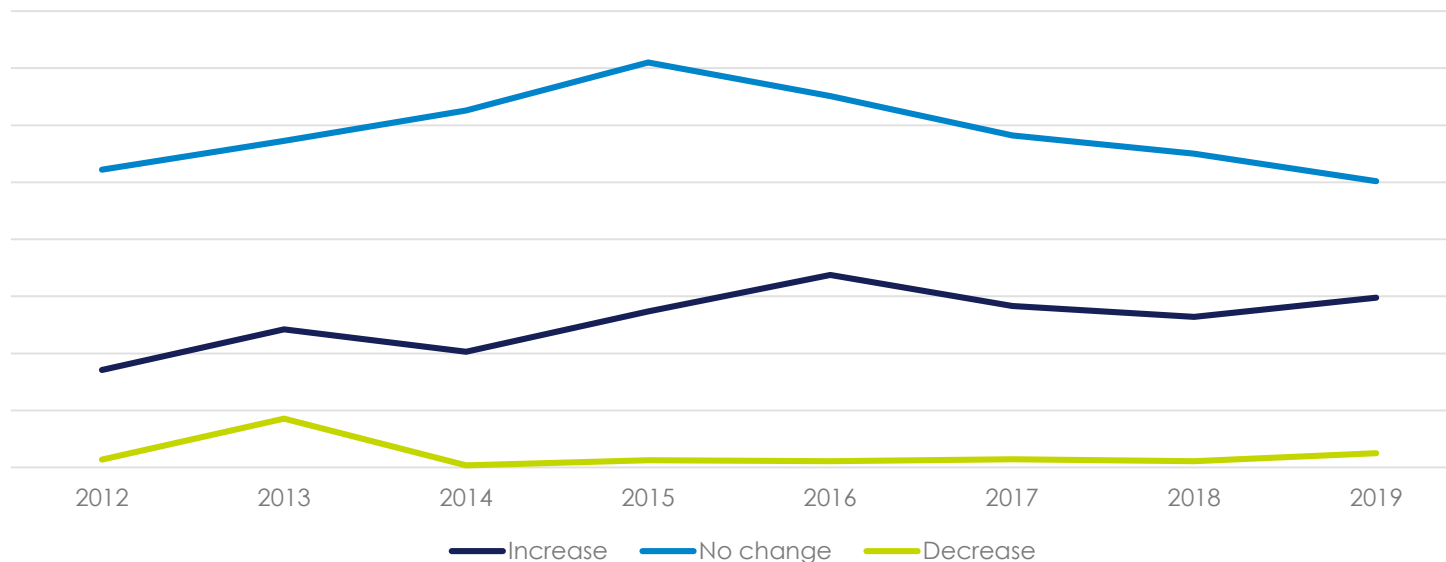


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Evolution over the years
(2012-2019)



In the sales of balanced/healthy meals

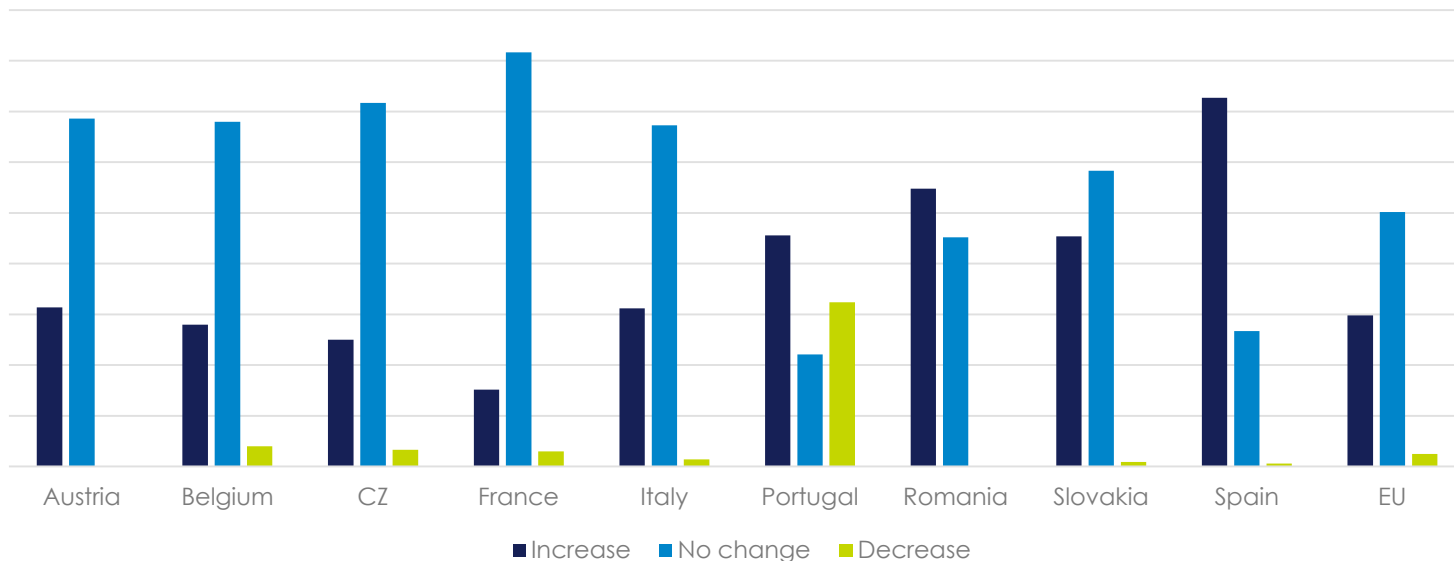


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Country by country
(2019)



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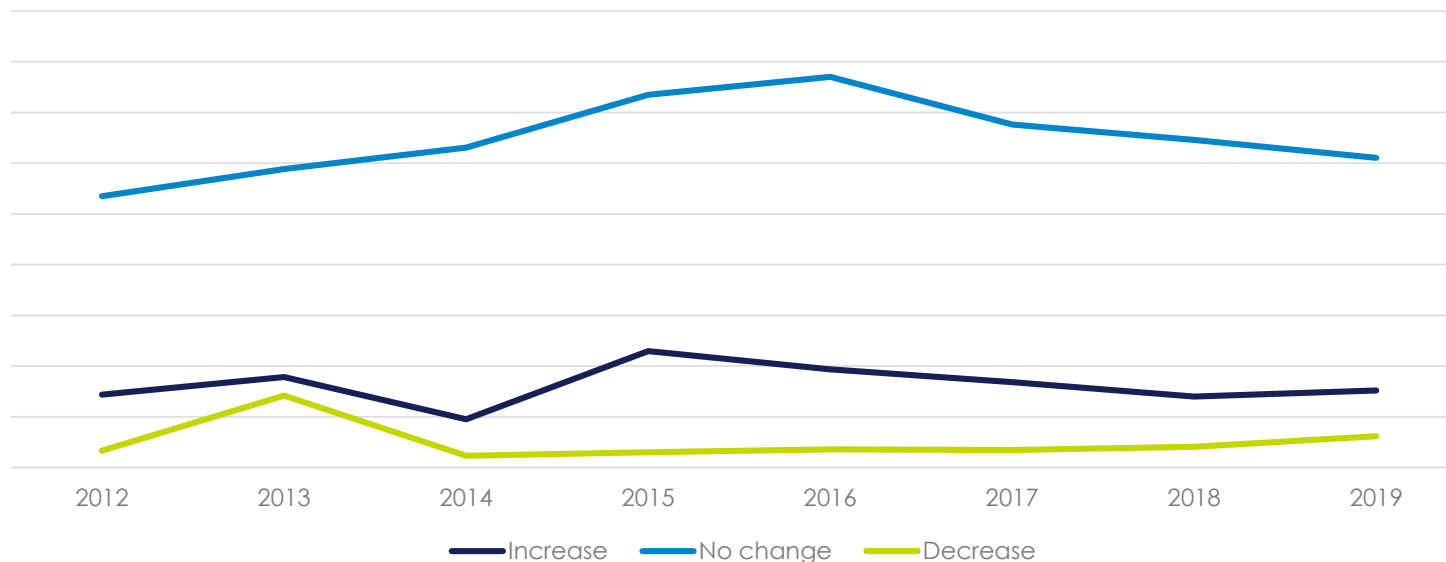


OVER THE PAST 12 MONTHS, HAVE YOU NOTICED ANY CHANGE AMONG YOUR GUESTS IN THE FOLLOWING?

Evolution over the years
(2012-2019)



In the demand for smaller portion sizes

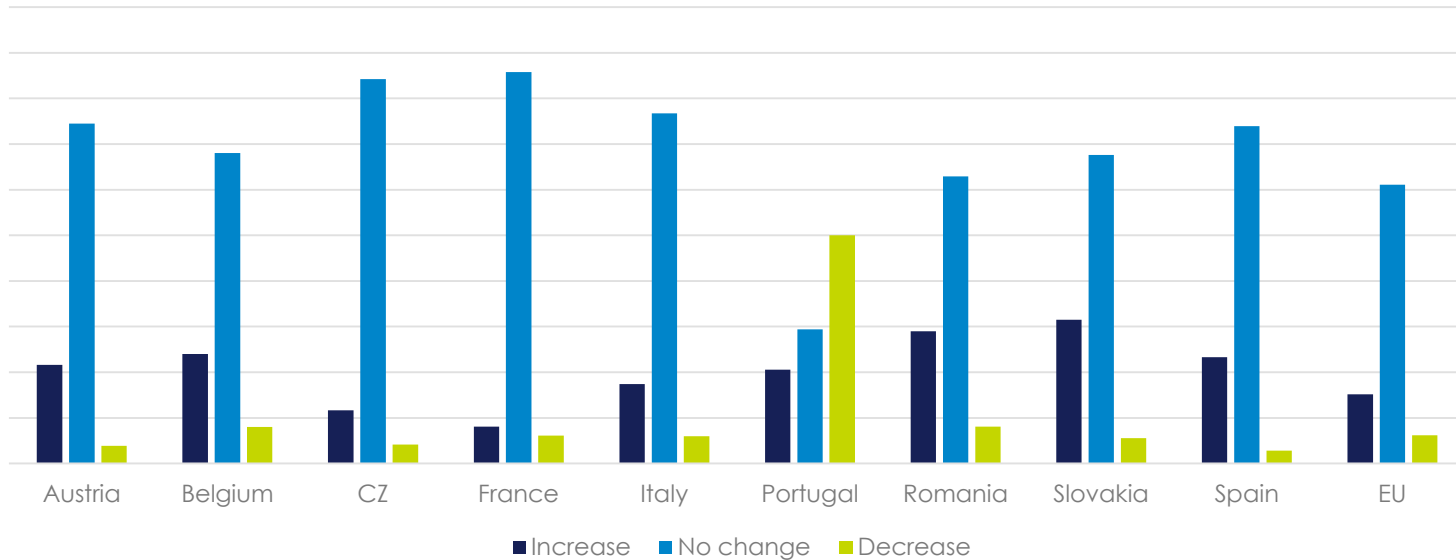


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Country by country
(2019)



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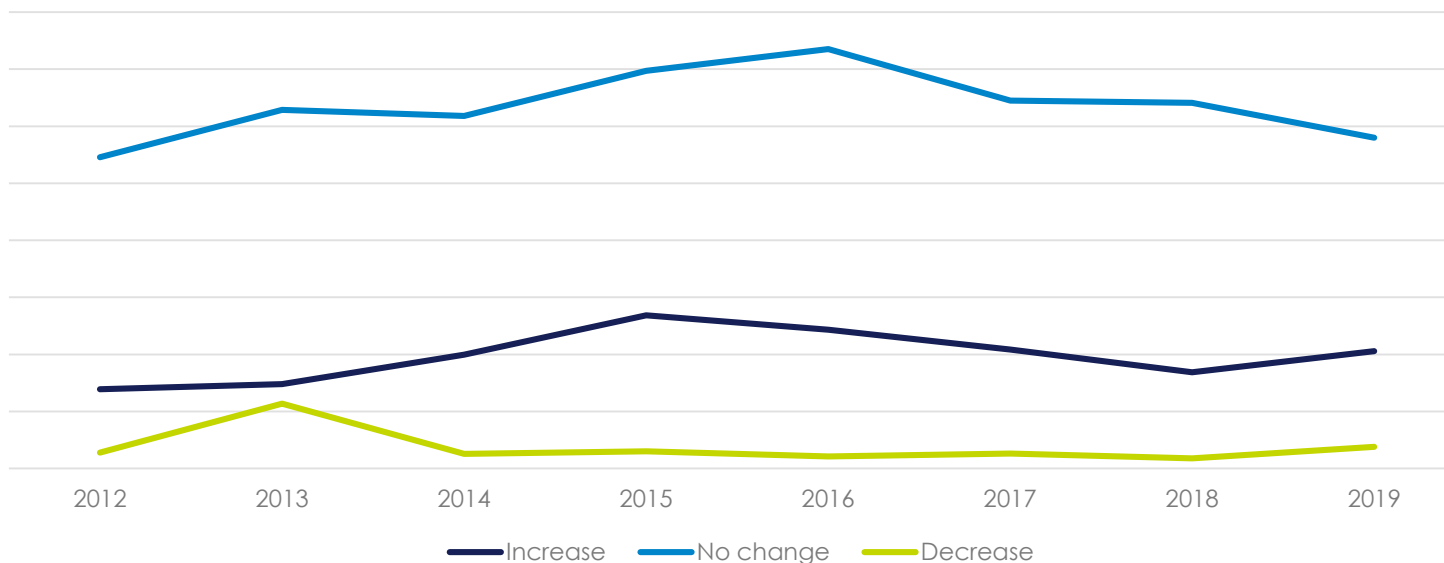


OVER THE PAST 12 MONTHS, HAVE YOU NOTICED ANY CHANGE AMONG YOUR GUESTS IN THE FOLLOWING?

Evolution over the years
(2012-2019)



In the interest/demand for information about balanced nutrition

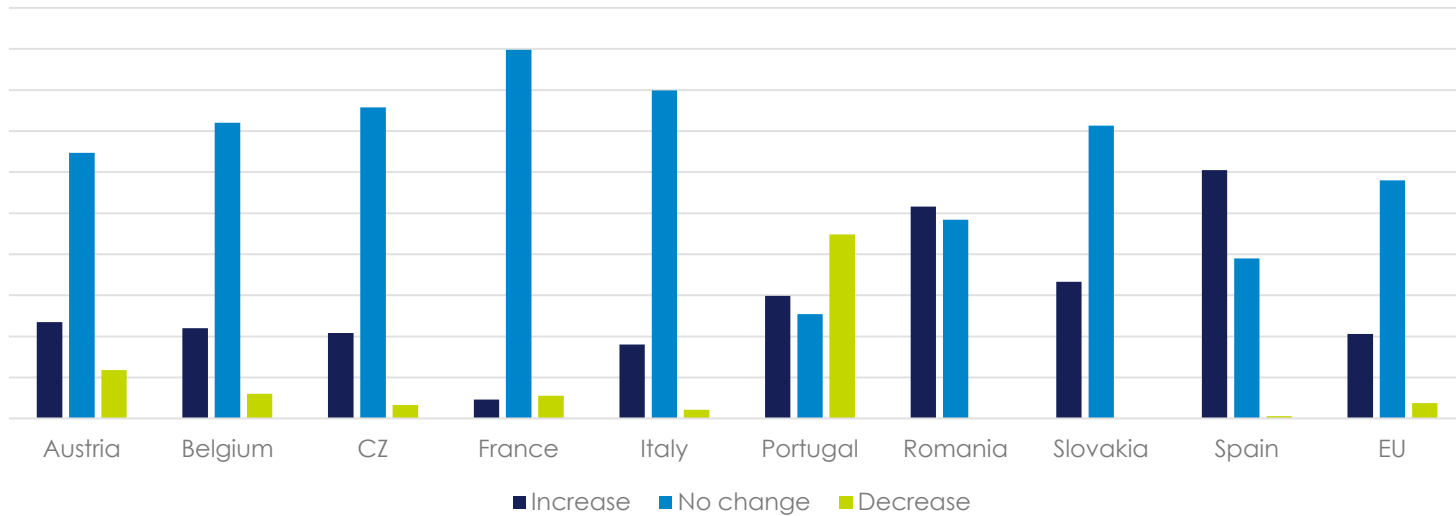


OVER THE PAST 12 MONTHS, HAVE YOU NOTICED ANY CHANGE AMONG YOUR GUESTS IN THE FOLLOWING?

Country by country
(2019)



In the interest/demand for information about balanced composition of the meal

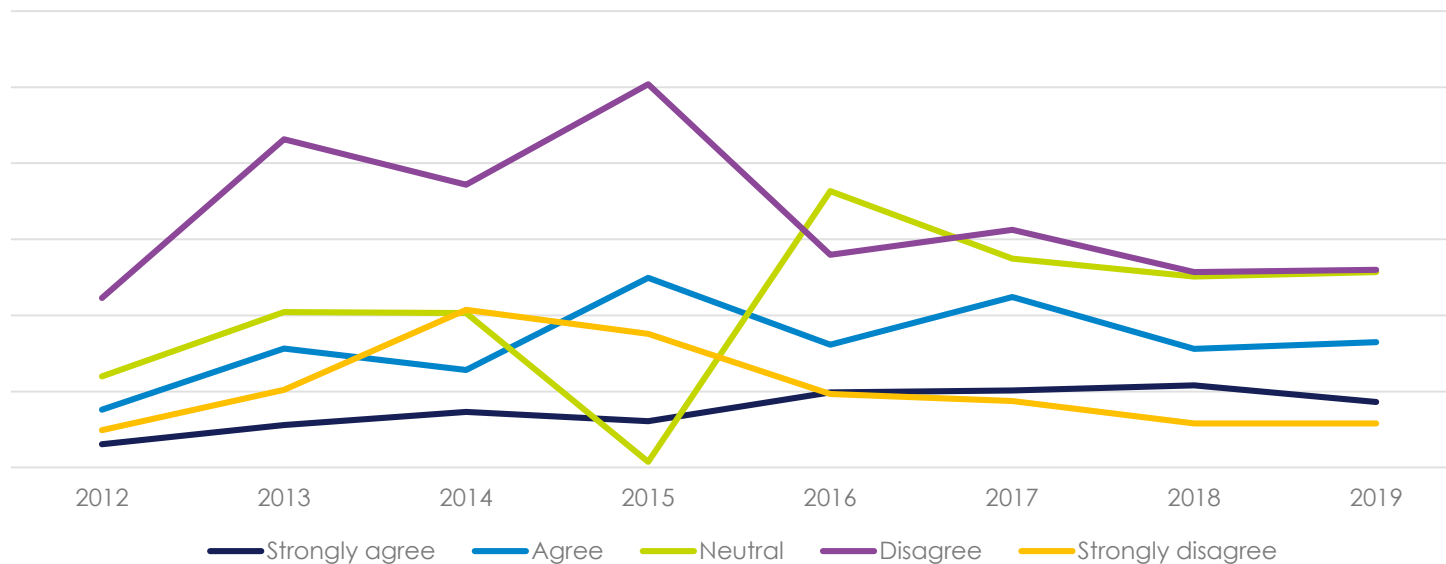


THE FOLLOWING ARE FREQUENTLY EXPRESSED STATEMENTS CONCERNING HEALTHY MEALS IN RESTAURANTS. PLEASE RATE THESE STATEMENTS ACCORDING TO YOUR AGREEMENT:

Evolution over the years
(2012-2019)



It takes more time to cook healthy/balanced meals



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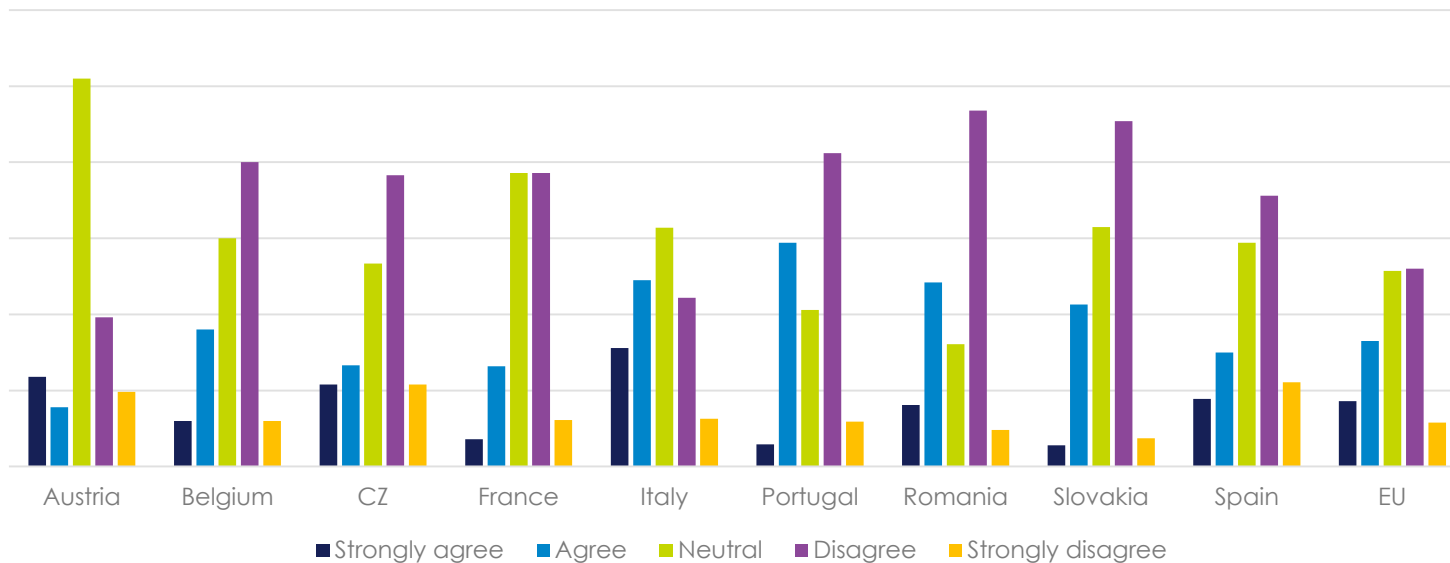
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Country by country
(2019)



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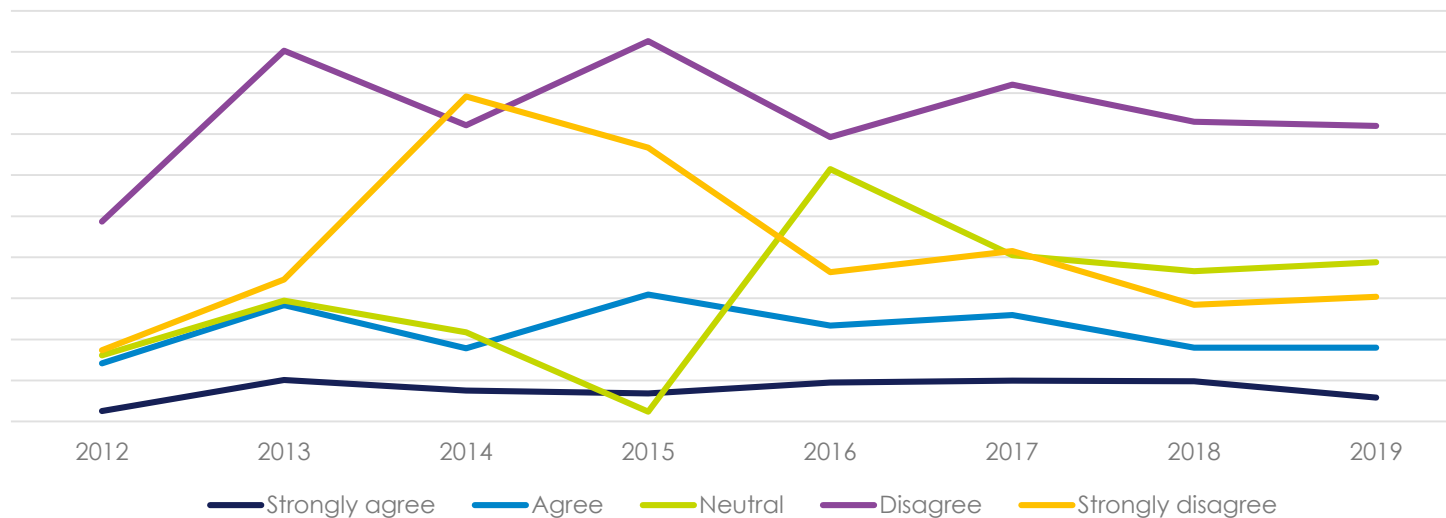


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Evolution over the years
(2012-2019)



Healthy/balanced meals do not taste as good as less healthy options



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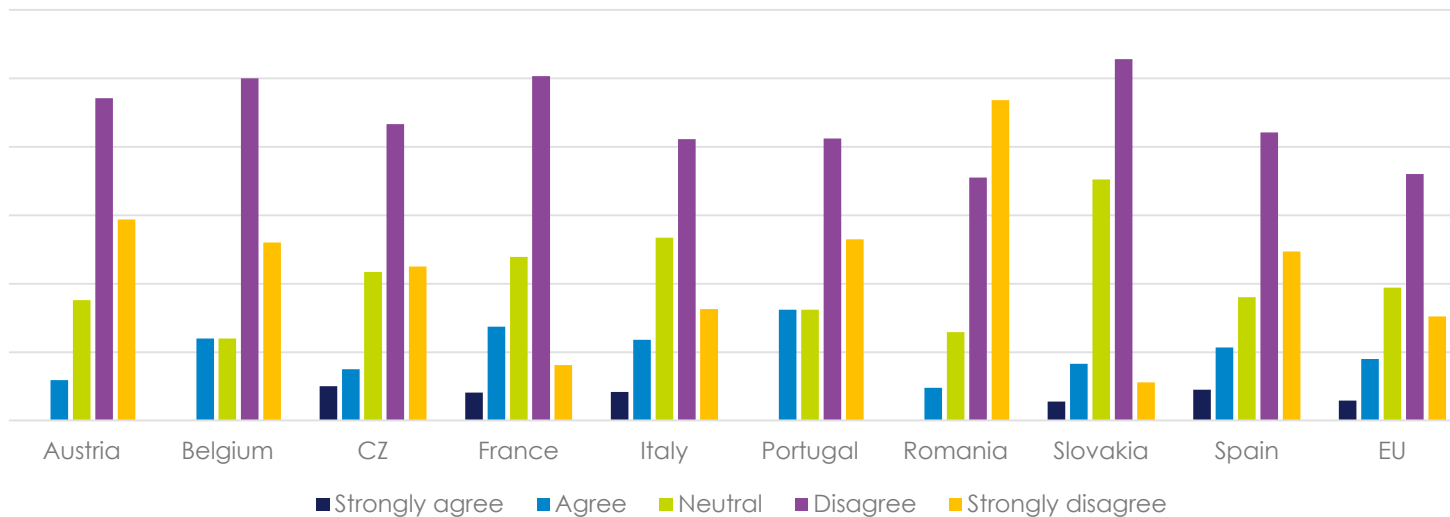
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Country by country
(2019)



Balanced/healthy meals do not taste as good as less healthy options

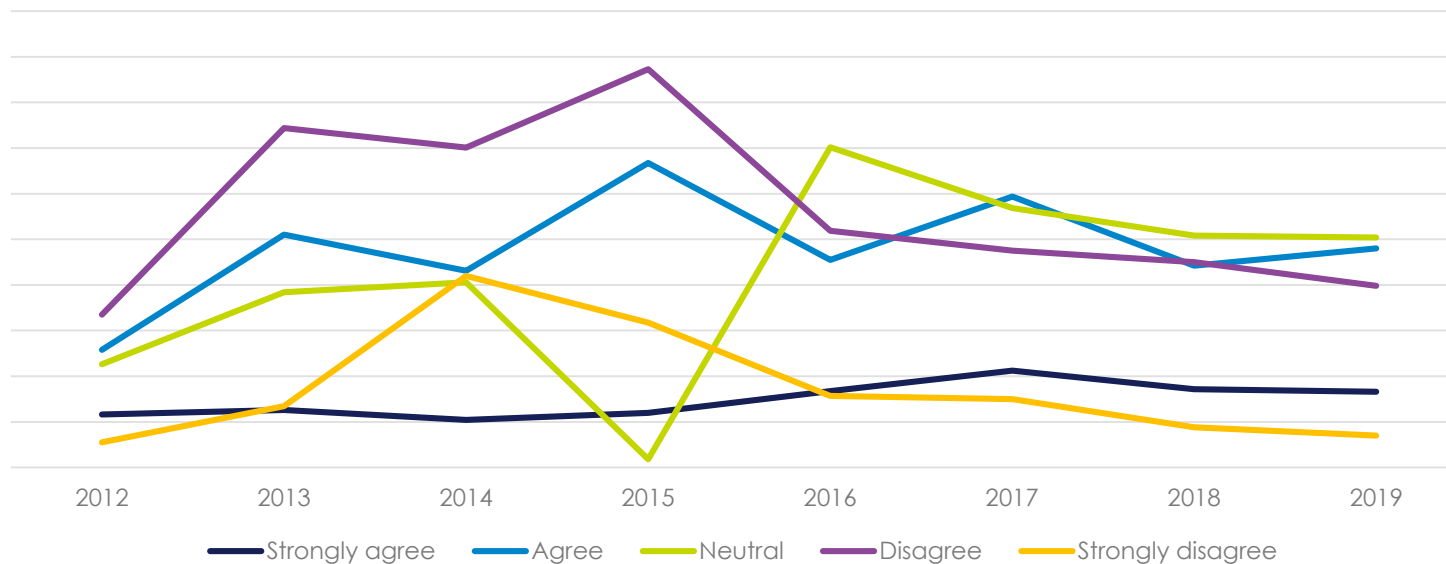


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Evolution over the years
(2012-2019)



Preparing healthy meals is more expensive



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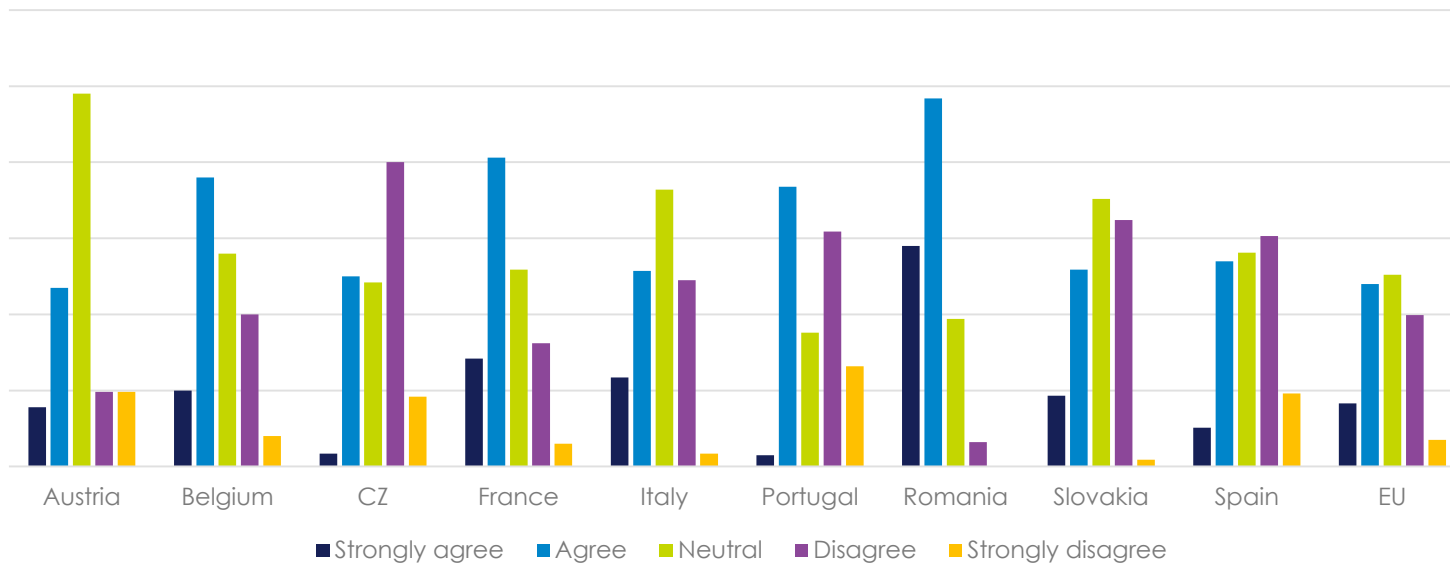
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Country by country
(2019)



Preparing healthy/balanced meals is more expensive

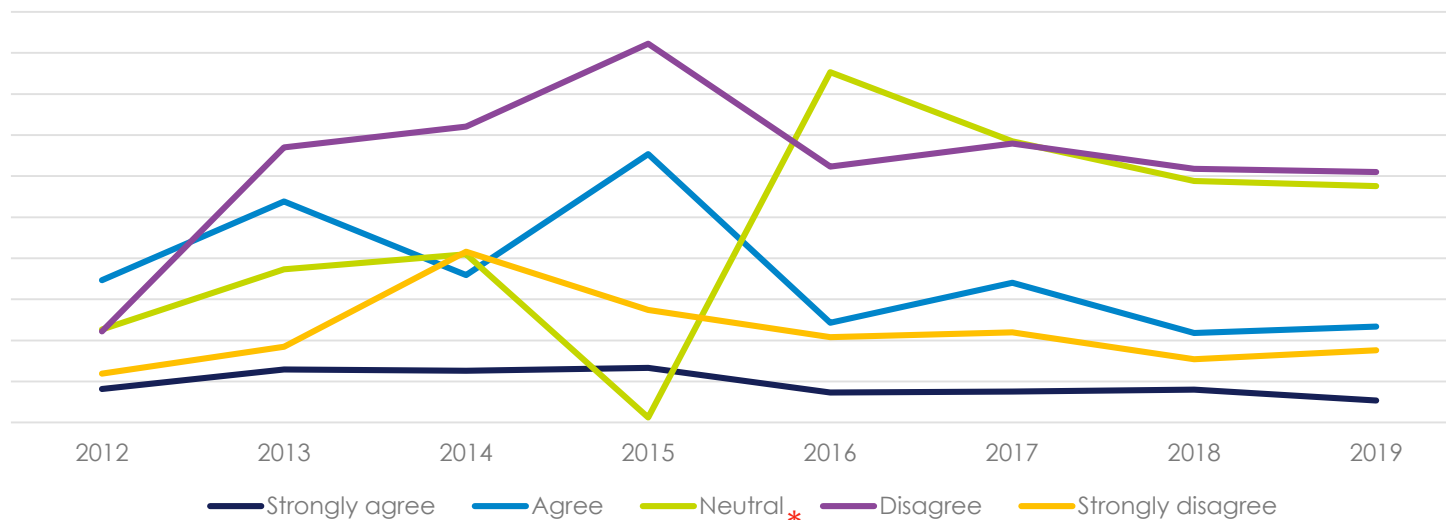


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Evolution over the years
(2012-2019)



Customers do not want healthy/balanced meals when they eat in a restaurant



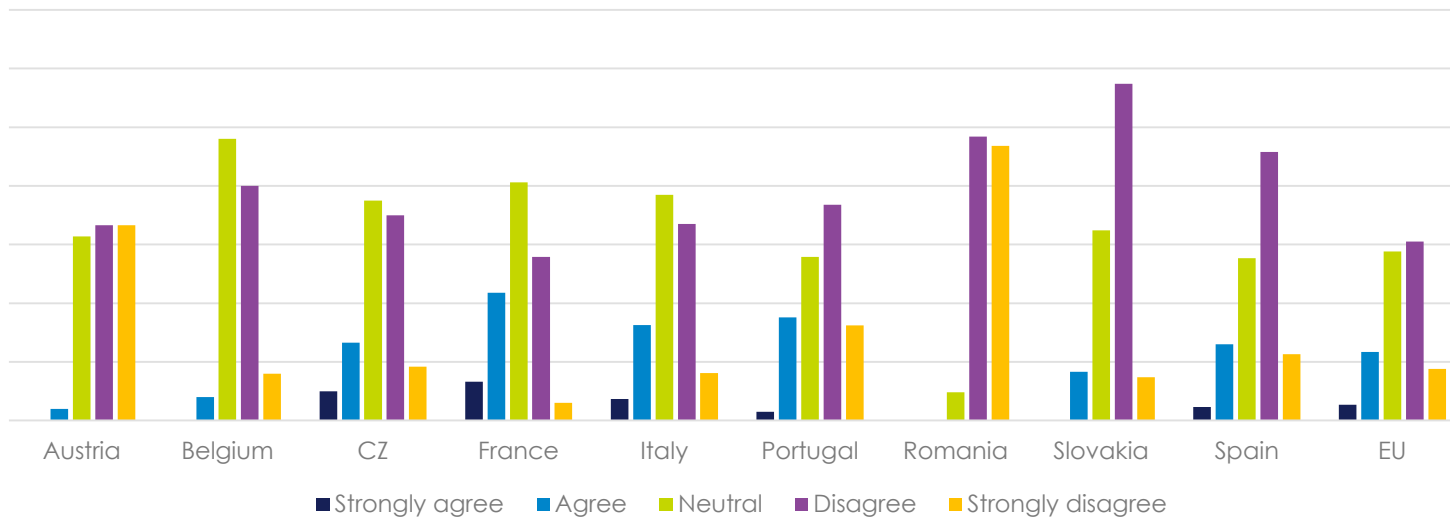
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Country by country
(2019)



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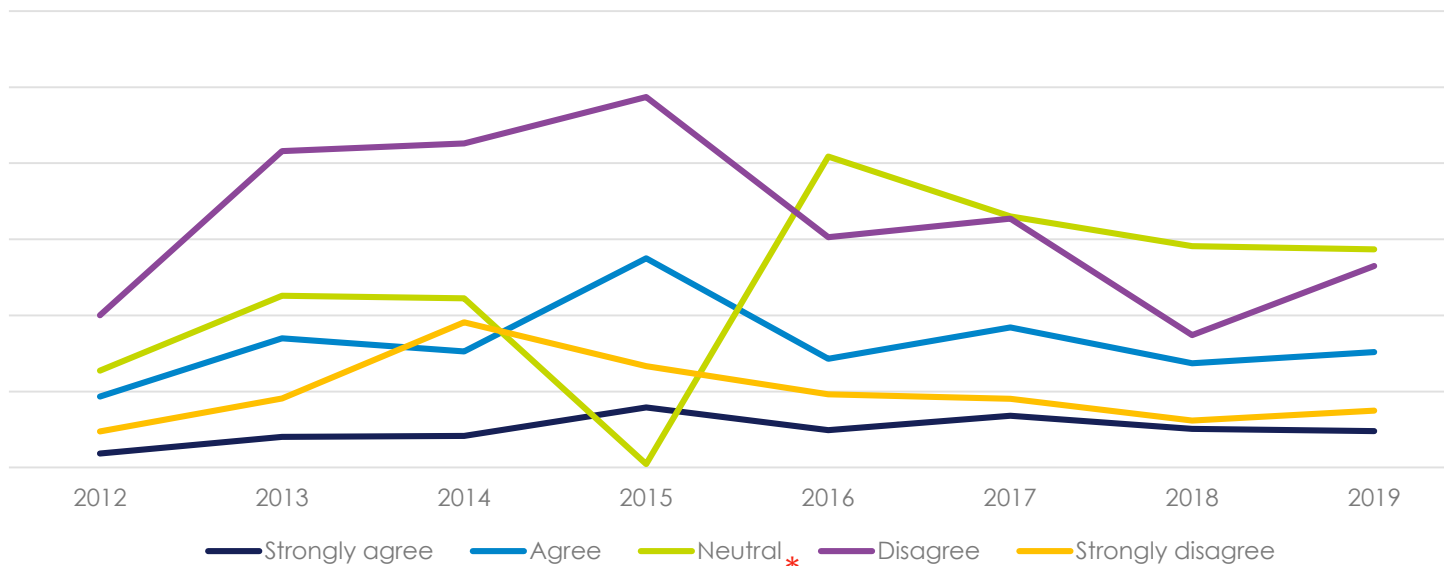


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Evolution over the years
(2012-2019)



Restaurant staff cannot do anything to change people's diet



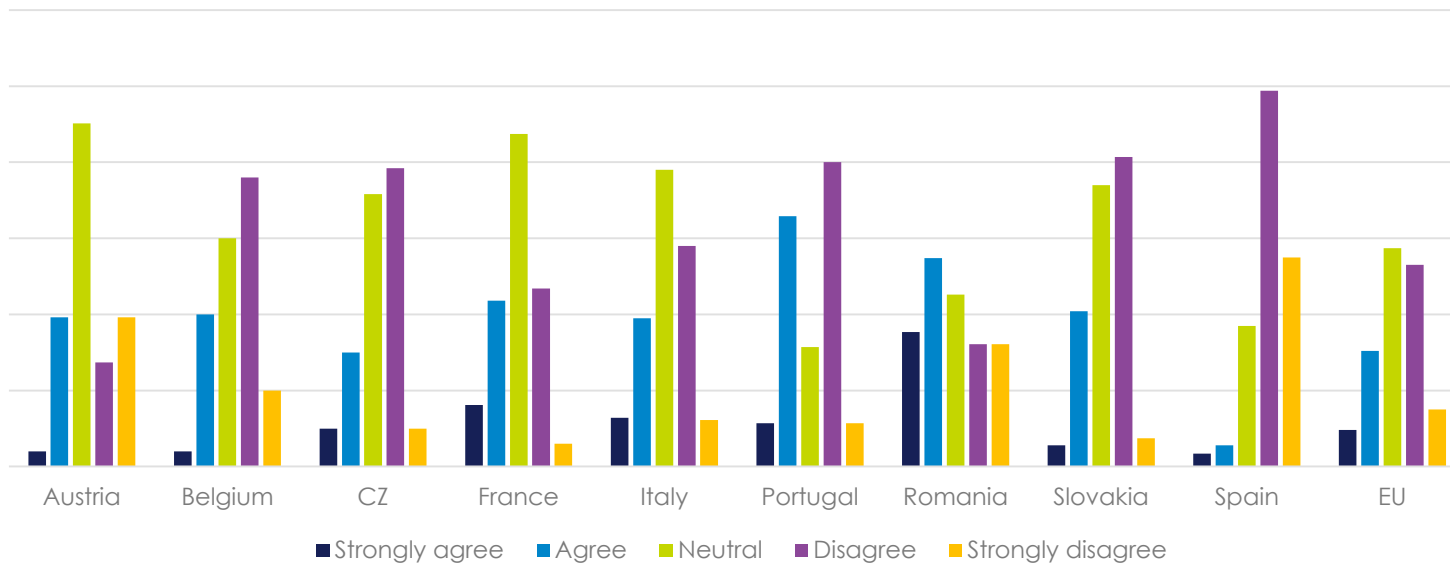
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Country by country
(2019)



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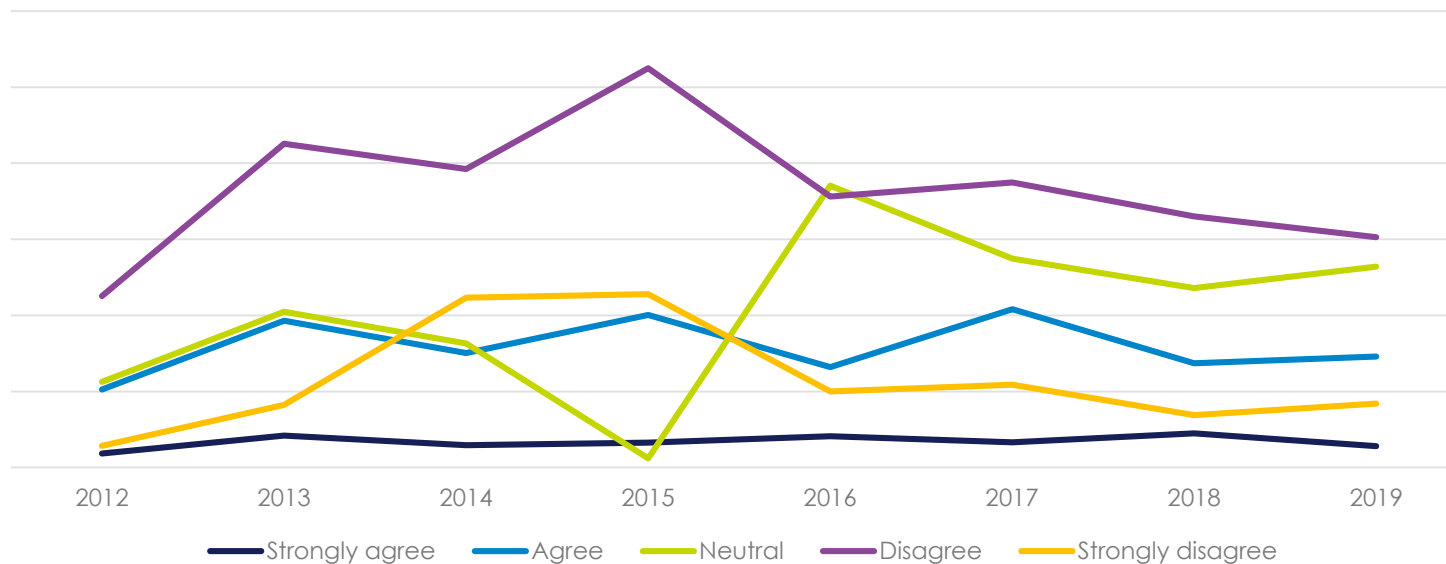


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Evolution over the years
(2012-2019)



Preparing healthy meals is more difficult



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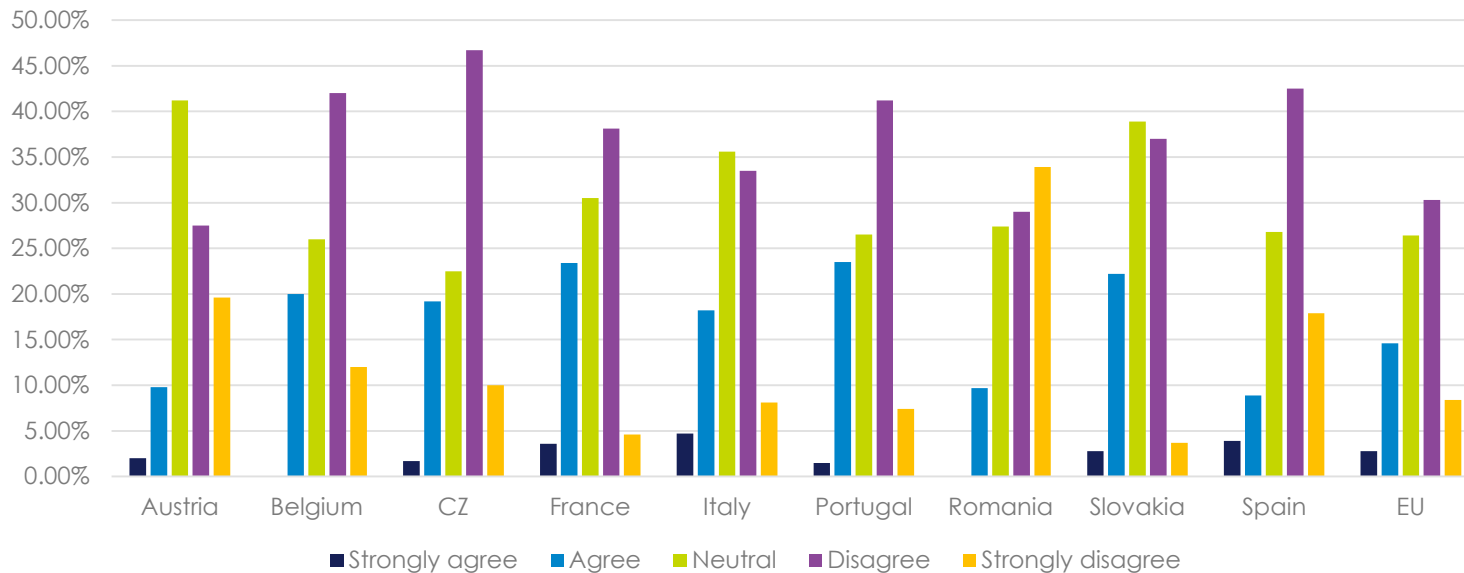
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Country by country
(2019)



Preparing healthy/balanced meals is more difficult

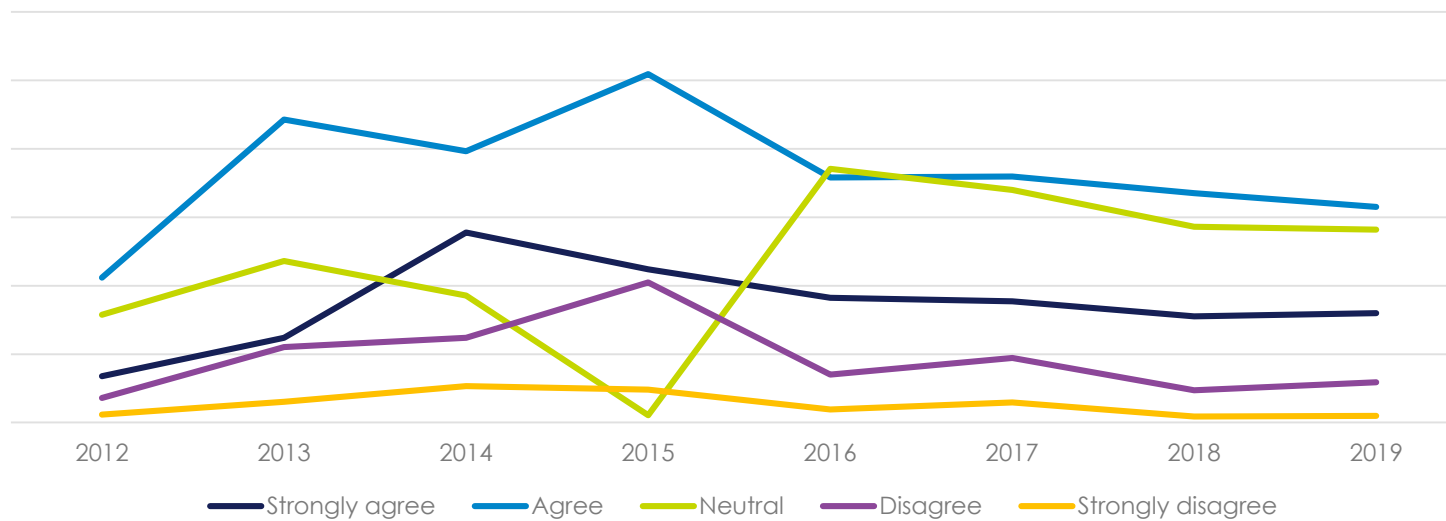


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Evolution over the years
(2012-2019)



Customers would notice and appreciate the offer of healthy/balanced meals



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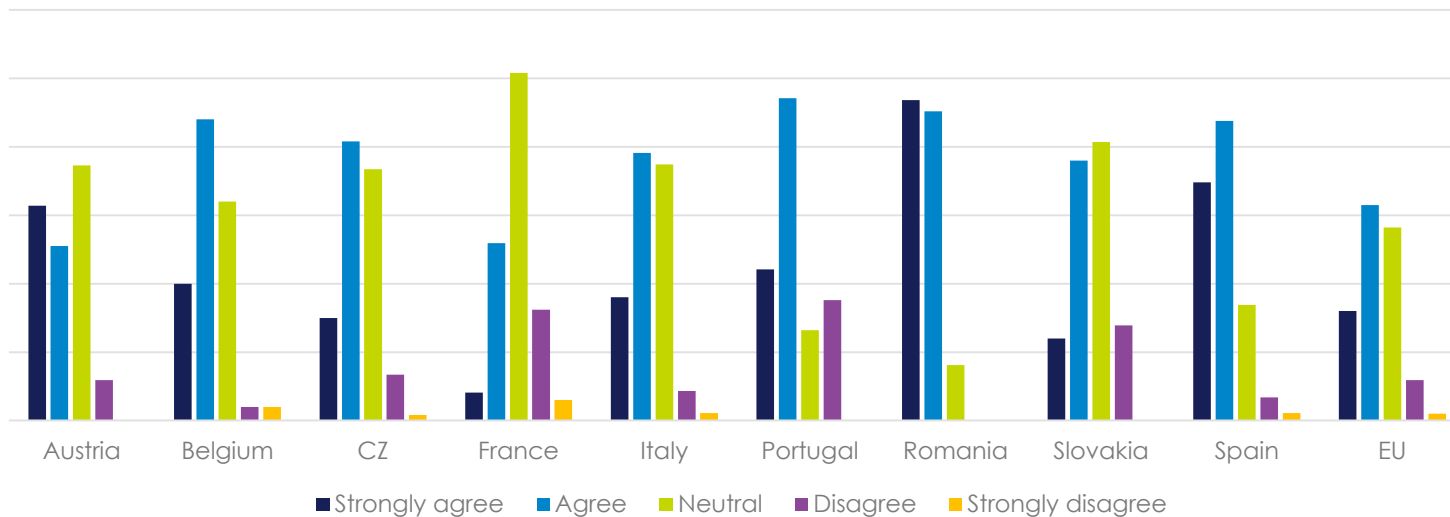
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Country by country
(2019)



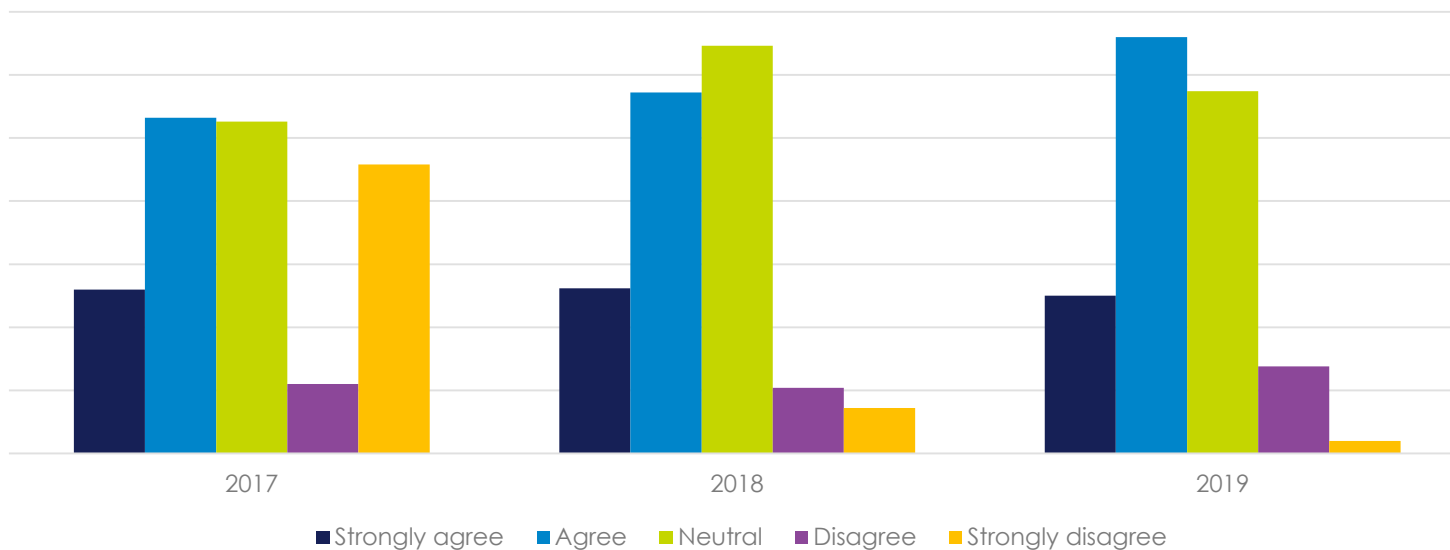
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SHALL YOU WANT TO PROPOSE A HEALTHIER FOOD OFFER TO YOUR CUSTOMERS, NEW TECHNOLOGIES (MOBILE APPLICATIONS, ONLINE TOOLS) CAN SUPPORT YOU IN CHANGING YOUR COOKING HABITS:

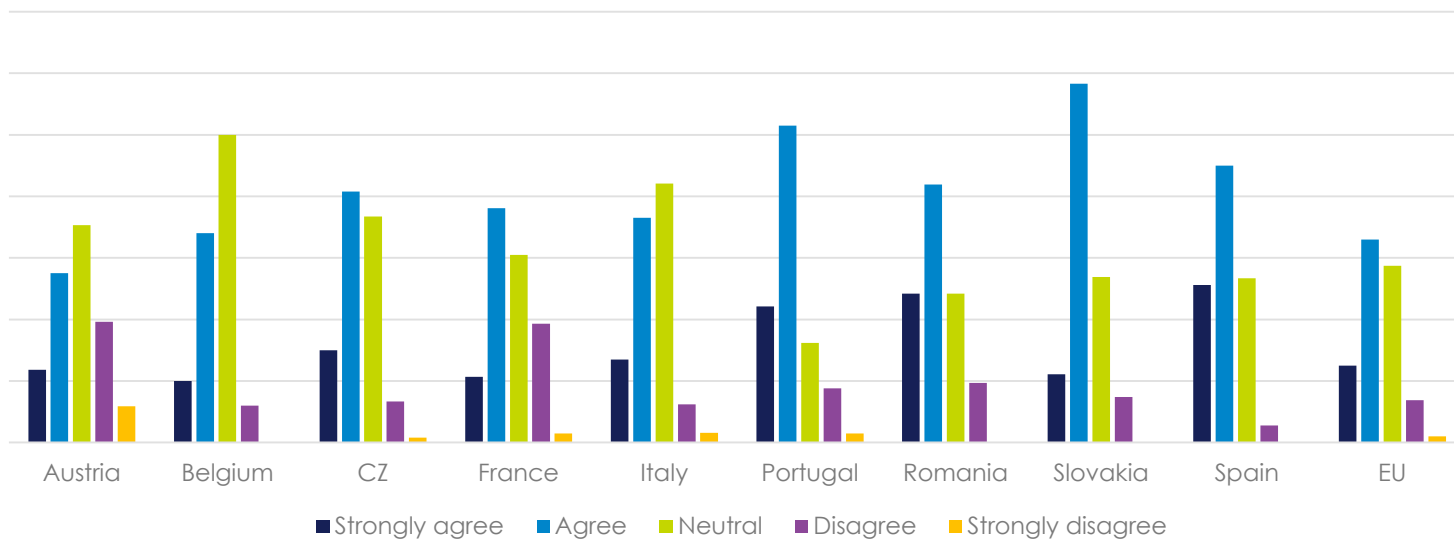
Evolution over the years
(2017-2019)





SHALL YOU WANT TO PROPOSE A HEALTHIER FOOD OFFER TO YOUR CUSTOMERS, NEW TECHNOLOGIES (MOBILE APPLICATIONS, ONLINE TOOLS) CAN SUPPORT YOU IN CHANGING YOUR COOKING HABITS:

Country by country
(2019)

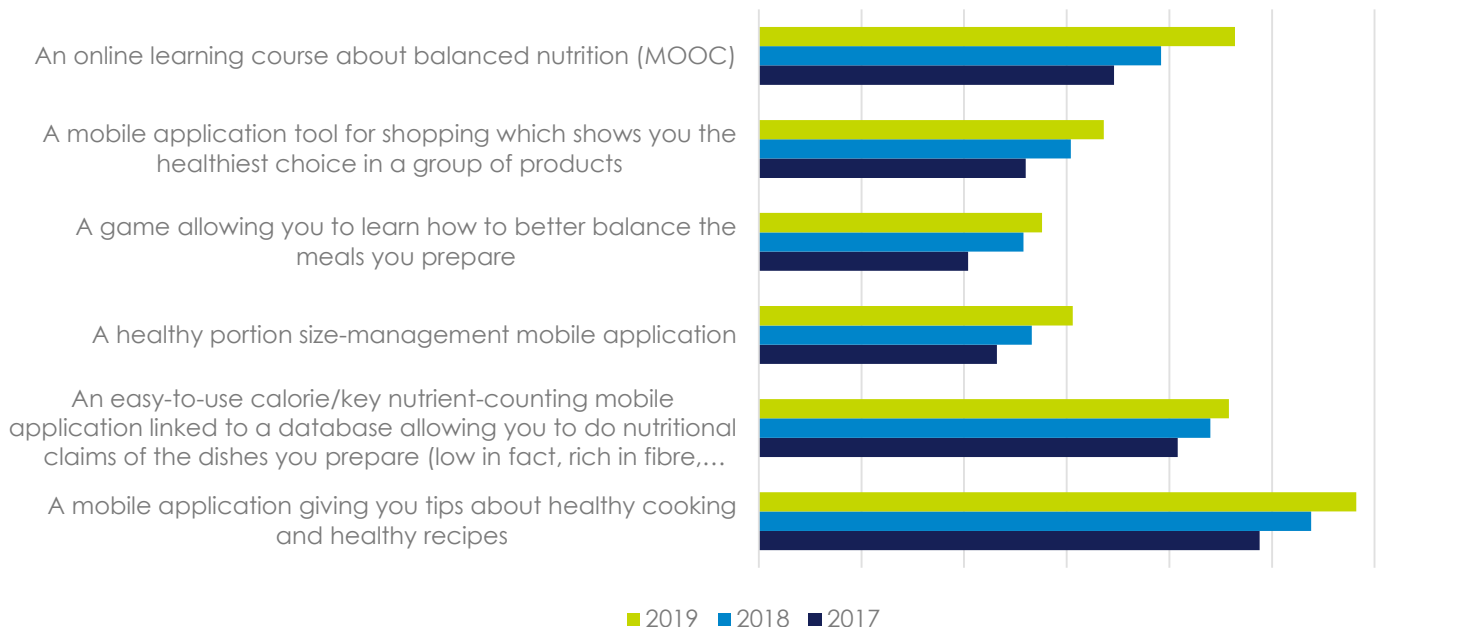


SHALL YOU WANT TO PROPOSE A HEALTHIER FOOD OFFER TO YOUR CUSTOMERS, WHAT KIND OF TECHNOLOGY WOULD BEST SUPPORT YOU IN DOING SO?

Evolution over the years
(2012-2019)



Several answers possible

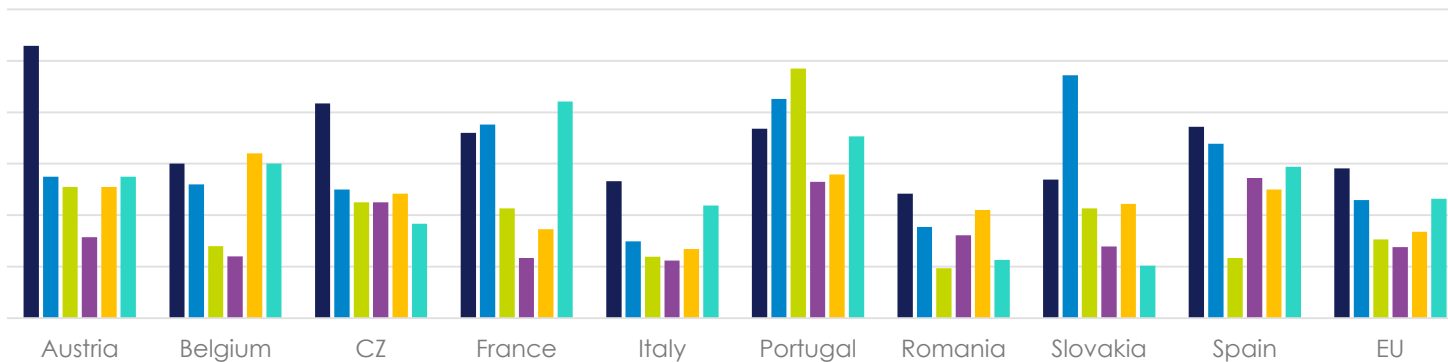


SHALL YOU WANT TO PROPOSE A HEALTHIER FOOD OFFER TO YOUR CUSTOMERS, WHAT KIND OF TECHNOLOGY WOULD BEST SUPPORT YOU IN DOING SO?

Country by country
(2019)



Several answers possible



- A mobile application providing healthy recipes and tips about balanced nutrition
- A calorie/ key nutrient-counting mobile application
- A healthy portion size-counting mobile application
- A game allowing you to learn how to better balance your meals
- A mobile application tool for shopping which tells you which product is the healthier choice in a group of products
- An online learning course about balanced nutrition (MOOC)



CONTACT

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