

Top Tips for Making Your Restaurant Appealing to Families

MORE AND MORE MILLENNIALS ARE STARTING FAMILIES

47%

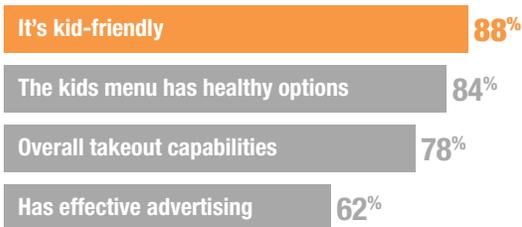
of all millennials are parents to young children¹ including 54% of older millennials (ages 34+)



With numbers like these, it's crucial for family-friendly restaurants to offer kid-friendly menu items as well as family-friendly atmospheres and more. After all, if a restaurant has the ability to keep kids happy during the meal, the family may be more likely to become repeat customers.

1 What's most important when choosing a restaurant?

When choosing a casual dining restaurant, the most important attributes for millennial families are:³



2 How to create a family-friendly environment

53%

of consumers say a **family-friendly environment** is important for creating value.²

Tips for creating a family-friendly environment:

- Offer a designated kids menu
- Keep TV and music at a low level
- Ensure chair and table heights are safe
- Always have high chairs and booster seats on hand
- Provide activities to keep kids entertained, like crayons

3 Offer a menu that makes both kids and parents happy

85%

of millennial families say one of the biggest factors for picking a restaurant is if its **kids menu offers variety of options**, such as sides that include kid-friendly faves like **Goldfish® crackers** or other bite-sized items.

TIP:

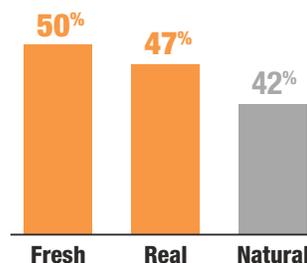
Revamp kids menus to include foods and side options that are unique to the kids menu – not just sized-down portions of the adult menu items.

MENU INSPIRATION:

Pollo Tropical's Grilled Chicken with Rice and Beans Kids TropiChop Bowl: with a choice of brown or white rice, served with apple juice and a cookie.

4 Ensuring quality comes through

Millennials say they are more likely to purchase/willing to pay more for food and beverages described as ____.¹



TIP:

Millennials are likely to want the same quality for their kids as they do for themselves. Call out the quality and healthfulness of menu items to reinforce the fact that menu options are great for the whole family. **Mention whole grains, no preservatives and items free from artificial ingredients.**



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