Unit 304: Contribute to the guest experience

# Activity 16: Adapting to trends

Working individually suggest the ways your allocated type of business can adapt to the following trends:

Trends to be allocated:

* celebrity chefs
* social media
* sustainability awareness
* food and beverage pairing
* healthy alternatives
* technology – food ordering apps.

Business types to be allocated:

* fast food outlets
* fine dining restaurants
* national branded chain restaurants
* hospital catering units
* school catering facilities
* gastro pubs.

Share your suggestions with peers to identify additional suitable ways businesses can adapt.