Unit 304: Contribute to the guest experience

# Activity 20: Matching media used to influence customer choice

Working individually match the different types of media used to influence customer choice for the different styles of cuisine, explaining how this is achieved.

| **Style of cuisine** | **Media** | **How customer choice is influenced** |
| --- | --- | --- |
| Fast food |  |  |
| Fine dining |  |  |
| High street branded restaurants |  |  |
| Ethnic restaurants |  |  |
| Hotels restaurants |  |  |
| Gasto pubs |  |  |
| Leisure complex restaurants |  |  |
| Privately owned restaurants |  |  |
| Casual dining restaurants |  |  |
| Poo-up restaurants |  |  |