

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.