

## Unit 304: Contribute to the guest experience

### Activity 20: Matching media used to influence customer choice

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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		

Style of cuisine	Media	How customer choice is influenced
Casual dining restaurants		
Poo-up restaurants		