



**create more talking points**

## THE IMPORTANCE OF 'BEST'

**Search for 'best' UP 80%**

# Search for 'best' UP 80%

## THE IMPORTANCE OF 'BEST'



*Best local restaurant*  
UP 85% in two years



*Best restaurant  
for breakfast*  
UP 83% in two years



*Best burger*  
Up 80% in two years



*Best fries*  
Up 75% in two years

# 2

Less information from from the consumer  
More expectation of a local result

THE EXPECTATION  
OF 'CLOSE'



# 2

**Less information from from the consumer**  
**More expectation of a local result**

**Restaurant searches – double digit growth**  
**Postcode searches –30%**

**Up to 60% of millennial search within the hour**

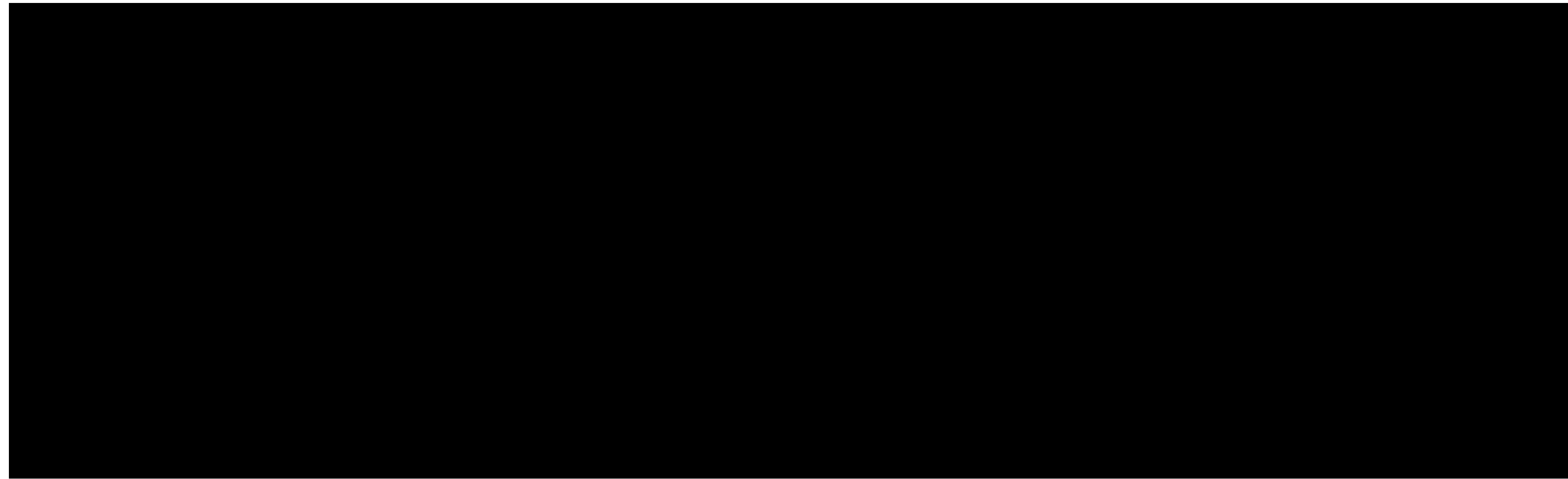
**Near me is still popular – ranking 5 to 10**

**THE EXPECTATION  
OF 'CLOSE'**



3

**More reliant to help make spur-of-the-moment decisions**



**THE NEED FOR 'NOW'**



# 3

**More reliant to help make spur-of-the-moment decisions**

50% more likely to expect to purchase something immediately

'Where can I get great food now' up 80% on 2 years

Over half of consumers leave a mobile site if it takes longer than three seconds to load.

## THE NEED FOR 'NOW'





**SEARCH  
IN FOOD  
AND  
EATING  
OUT**

8

**WAYS**

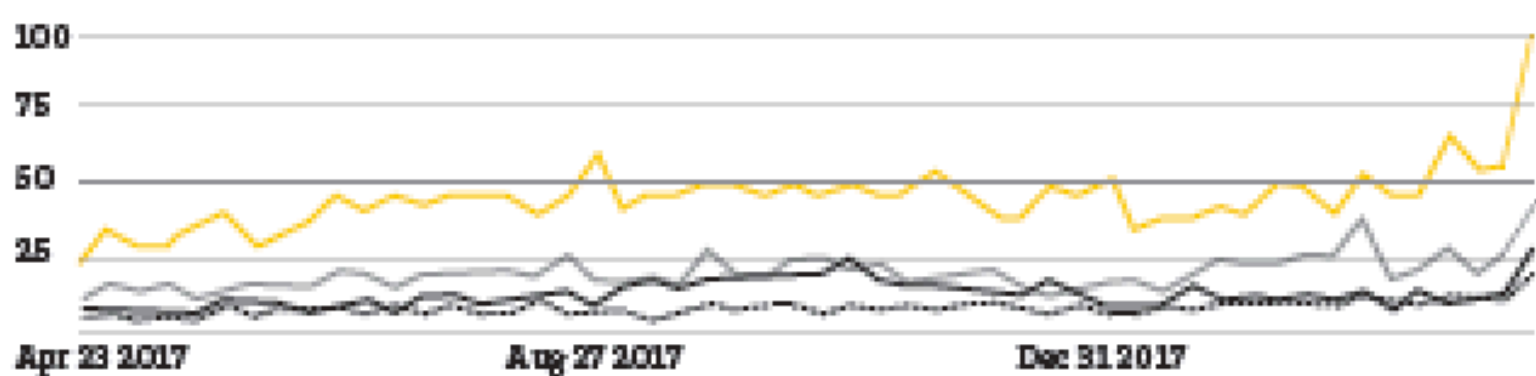
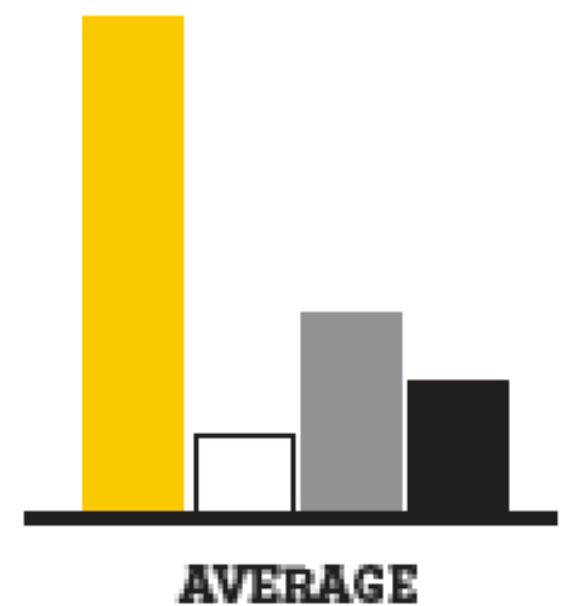
in which it's leading and reflecting trends

# 1

## ACTUALLY BREAKFAST IS THE NEW BRUNCH

APRIL 15-21 2018

- breakfast near me
- brunch near me
- lunch near me
- dinner near me



# 2

## It's about ultra convenience



Searches for branded restaurants apps that enable things like reservations, tracking orders, and discounts have grown 120% YoY.

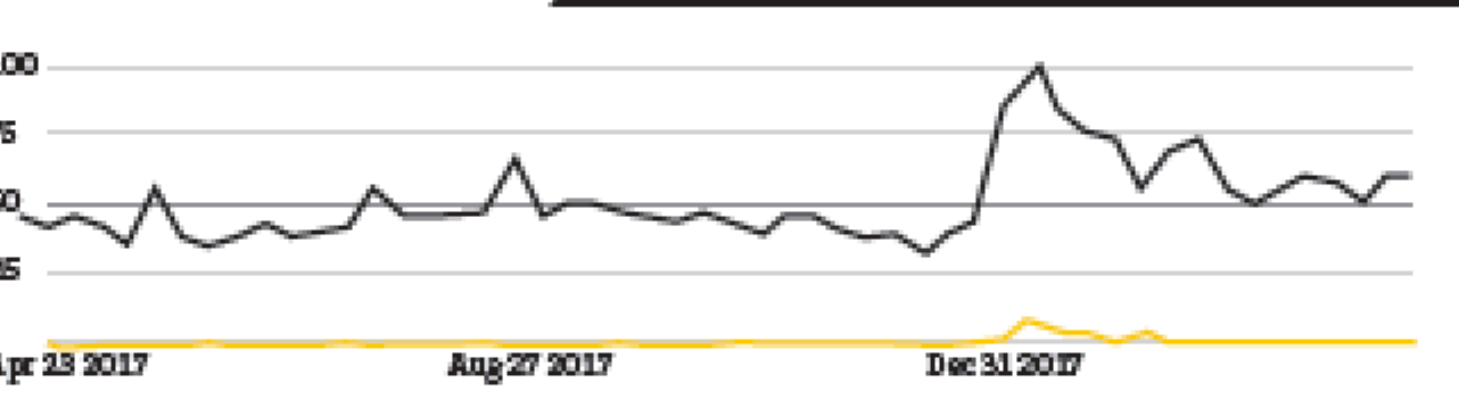


Search interest in 'open now' has tripled in the past two years.

3

# IT'S ABOUT INFLUENCES...

Seasonality is a key driver of food interest – particularly with health/functional foods.



Turmeric and golden milk as an idea – both peak in the first week post.

■ Golden milk  
■ Turmeric

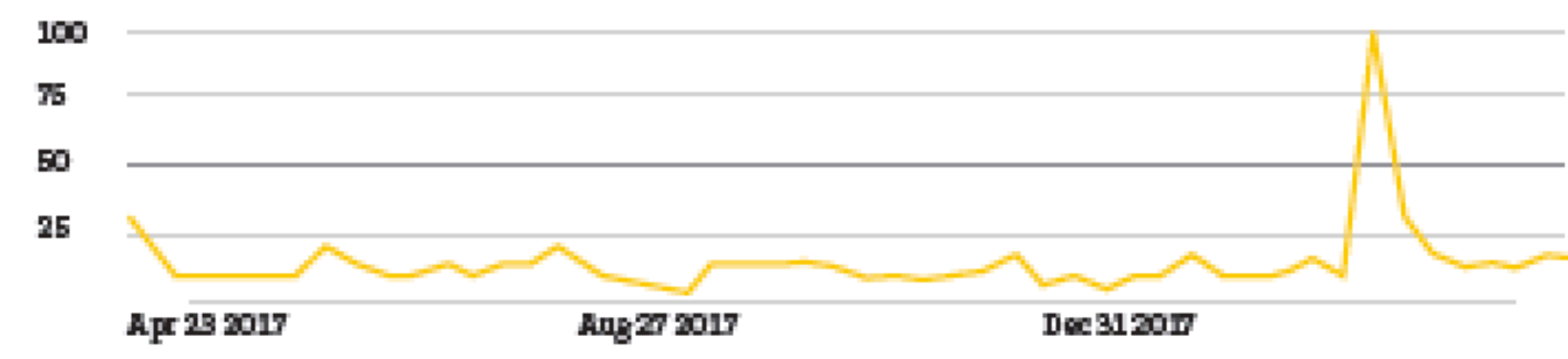
Jan 7-Jan 13 2018



# AND INFLUENCERS

Search is intimately associated with mainstream media.

## HALLOUMI FRIES



Example of Halloumi Fries - very high on 'Rising Trend' but peaked with mention by health/lifestyle celebrity on TV end of February.

4

5

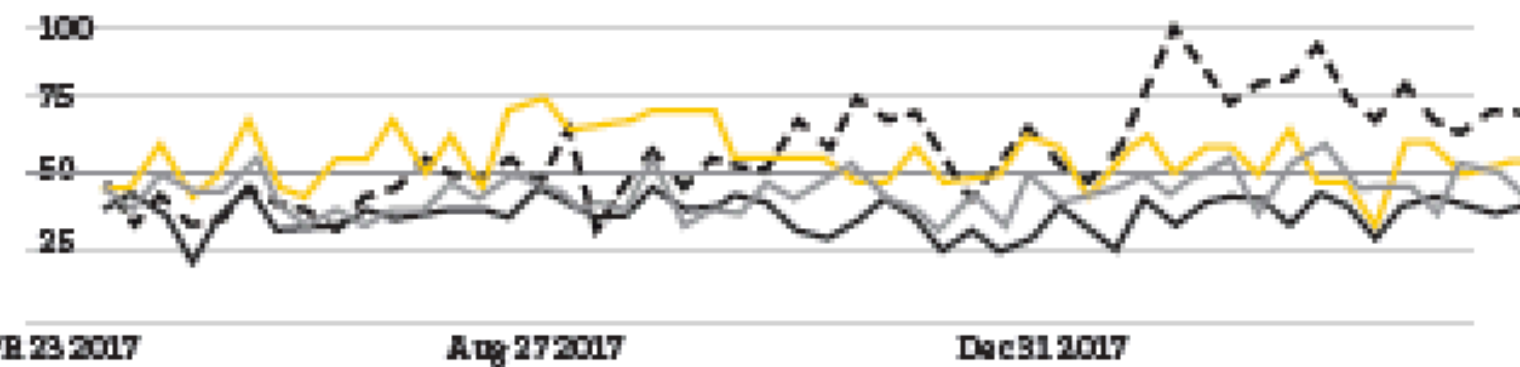
## CONFIRMING DIETARY CHANGES

Search is intimately  
associated with  
mainstream media.

- vegetarian restaurant
- vegan restaurant
- burger restaurant
- chicken restaurant



Vegan restaurants and menus are No 1 in Rising Trend.

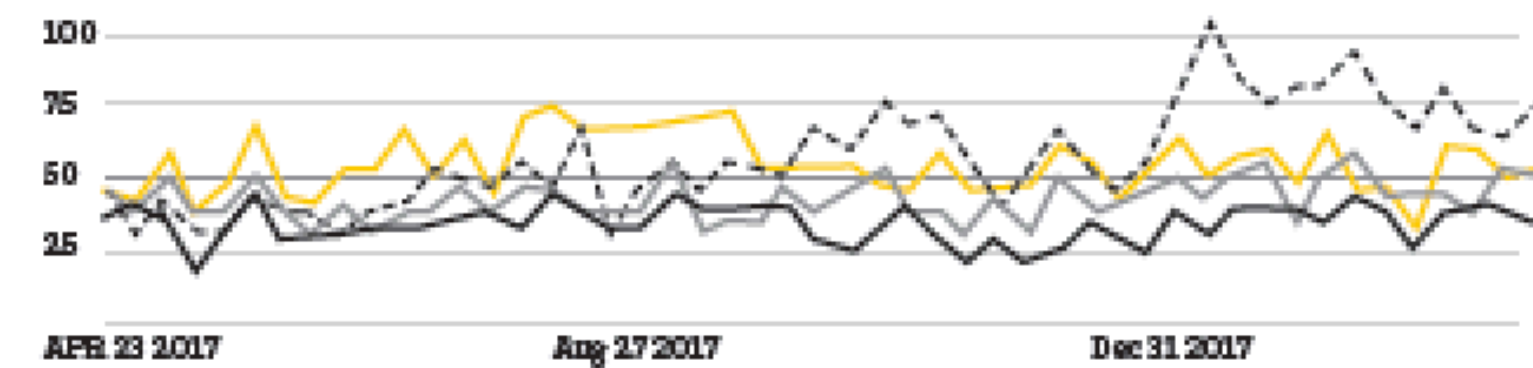
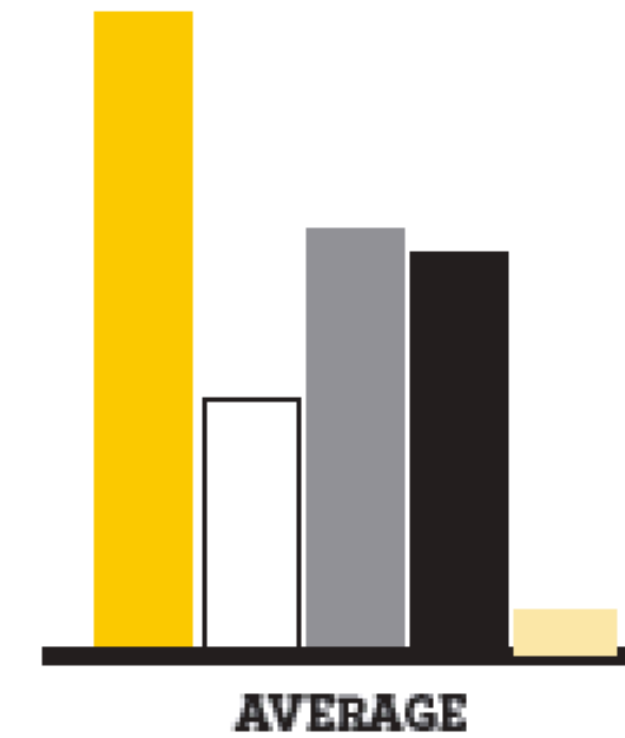


6

## FAVOURITE CUISINE TYPES

Search is not just about NEW. In fact, cuisines like Indian and Chinese remain much higher in search than emerging cuisines like Vietnamese.

- Indian restaurant
- Thai restaurant
- Chinese restaurant
- Italian restaurant
- Vietnamese restaurant



## RISING CUISINE TYPES

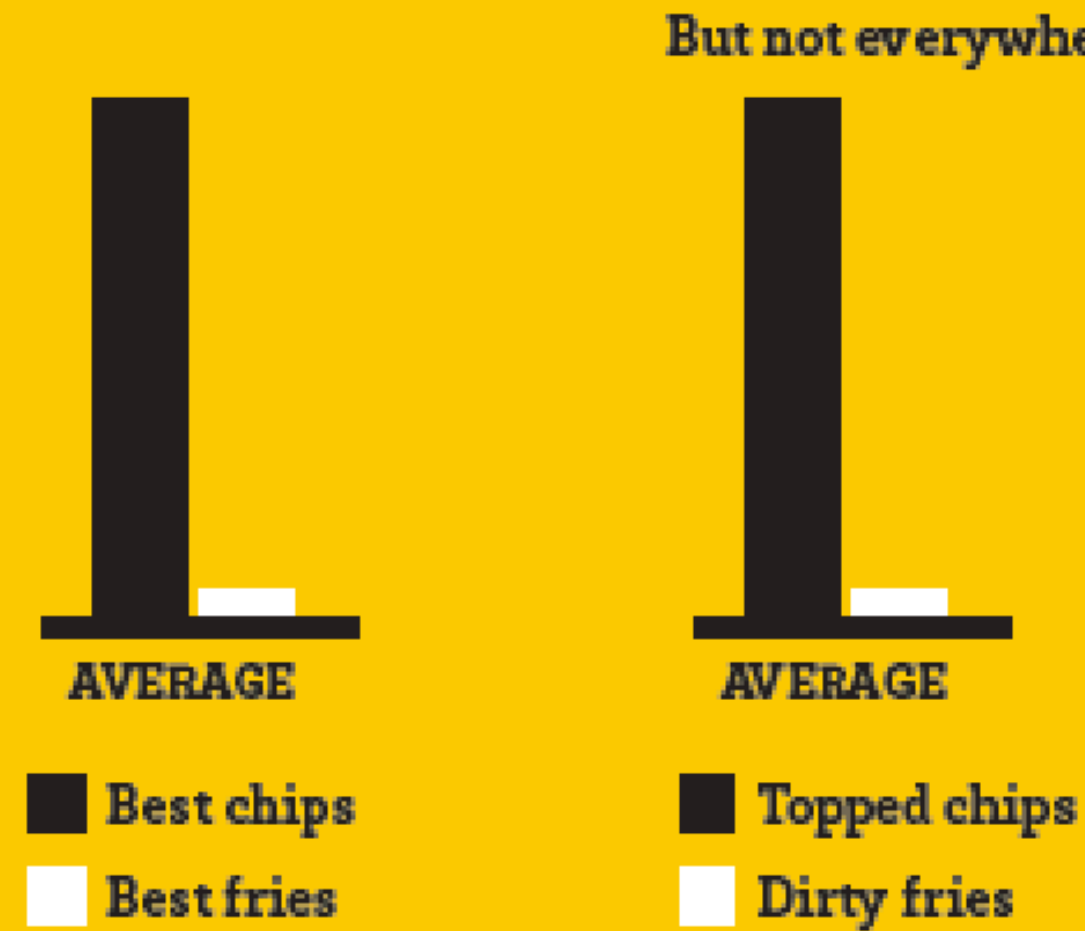
BUT THESE ARE THE  
ONES ON THE RISE.

In one year

Peruvian	up 200%
Korean	up 150%
Japanese	up 95%
Southern States	up 80%
Cambodian	up 75%
Algerian	up 70%

## SPEAK THE LANGUAGE OF SEARCH

Search consumers talk 'chips' not fries



# 8

# RISING STARS

## IN CHIPS & FRIES





