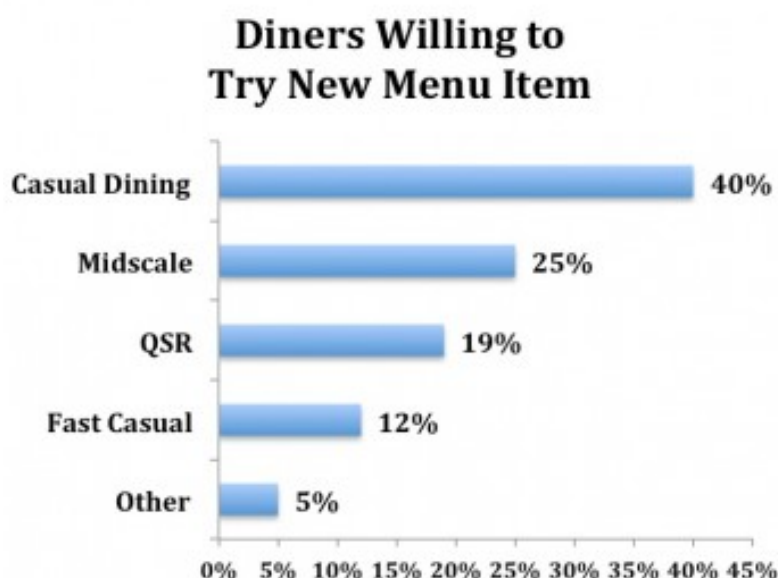


## Study Finds Limited Interest in Limited Time Offers

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Source: The NPD Group

The Philly Cheesesteak Burger available for a limited time at Carl's Jr. and Hardee's is a beef patty topped with sliced steak, melted Swiss and grilled peppers and onions. It sounds good but new research from The NPD Group says only one in five customers is likely to order it. That's not because the Philly Cheesesteak Burger isn't appealing but because diners are less inclined to try new menu items than many restaurant operators may think.

Overall, about 30% of consumers say they will try a new menu item when they dine out. Of these consumers, new permanent-menu items are more attractive than are limited-time items, according to NPD's report, "Menu Item Trial: Motivating First-Time and Repeat Orders."

When consumers do opt for something new, it's generally of the same food type as what they had originally planned to order. Snacks are the outlier here: any other type of food has an equal chance of being substituted.

Surprising, diners at casual-dining restaurants are the most receptive to new menu items (40%). At midscale (including family dining) restaurants, 25% will try a new item while at QSRs—which are most wedded to limited-time offers—just 19% say they will try something new. Fast-casual restaurants have the lowest percentage (12%) of new-item explorers.

At quick-service restaurants, sandwiches are the new items most likely to be ordered, followed by main dishes and breakfast foods. At casual, midscale and fast-casual restaurants, main dishes and sandwiches finish first and second, respectively.

For QSRs, especially, this data is troubling because they rely on new menu items to draw customers. That reliance has increased. Data **compiled** in 2012 by Mintel for [BurgerBusiness.com](http://BurgerBusiness.com) showed that the number of limited-time offers at QSRs increased 48% during the 12 months ended May 2012.