

Mexican Fast-Casual Updates Menu Offering

Case Study



*Project conducted with Technomic.

CHAIN ASSOCIATES

The Situation

Mexican Fast Casual Chain Updates Menu Offering



A regional chain faced a strong competitor with natural protein ingredients and high market share, in addition to many low-price players. Senior management wants to update the menu positioning.

- ▶ Average unit volumes well below the segment leader.
- ▶ Current item quality good-to-excellent.
- ▶ Average check 20% higher than main competitor.
- ▶ Menu variety 2x the main competitor.
- ▶ Menu item price ranges lower & higher than leader.

The Actions

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To identify the client menu's strengths and weaknesses, we benchmarked the menu and item attributes against 8 leading Mexican, Fast-Casual Chains.

- ▶ Competitive shopping and sensory testing in 4 regional markets.
- ▶ Menu variety linked to the intended, target consumers.
- ▶ Item price comparative analysis with product weights.
- ▶ Taste and texture qualitative comparison.

The Results

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We reported on the client menu's strengths and weaknesses against segment leaders and others. Specific recommendations covered all aspects of menu offer and item make-up.

- ▶ Client signature product weight was increased.
- ▶ Signature item prices were not increased.
- ▶ Bundled items (combos) were introduced.
- ▶ Named: Consumers' Choice in Chains winner.
- ▶ Named: Top Ten Growth Chain.

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