



Why Clean Matters

INDEPENDENT RESEARCH FINDS RESTAURANT CLEANLINESS IS THE MOST IMPORTANT ATTRIBUTE TO CONSUMERS

Tableware cleanliness is top concern for diners, right alongside food taste

Technomic Consumer Restaurant Brand Metrics Report surveyed 13,000 consumers in 2010 through Q1 2011 and found cleanliness to be one of the most important attributes to patrons.

- ◆ 93 percent ranked Dish/Glass/Silverware cleanliness as the most important attribute - tying with Food Taste for first place.
- ◆ Interior cleanliness ranked with Food Temperature as the second most important attribute in 2010.

Research indicates a strong correlation between cleanliness and loyalty factors

- ◆ Restaurant chains noted by respondents with the highest cleanliness ratings also received top scores for "intent to return" and "recommend to others."

Four cleanliness attributes were ranked among the top 15 most important experience attributes:

- ◆ Dish/Glass/Silverware (tied with Food Taste for highest ranking)
- ◆ Interior Cleanliness (tied with Food Temperature for second highest ranking)
- ◆ Bathroom Cleanliness
- ◆ Kitchen/Prep Area Cleanliness

Cleanliness and restaurant owners' bottom line

- ◆ The number one driver for warewashing costs is rewashing due to poor results or improper racking procedures. Each rack washed costs approximately \$.50 in labor, utility, water, chemicals, equipment repairs and other costs so improving warewashing performance can save a restaurant thousands of dollars each year.

**Data from a series of surveys conducted by Technomic that asked 13,000 consumers to rate performance at leading full service restaurant chains on a variety of experience attributes.*



“There is a real call to action to restaurants to make sure they have the right procedures in place, the right equipment, the right chemicals to make sure service is consistent and high standards every time for customers.”

Bob Goldin, EVP, Technomic