



TWO TASTY TRENDS TO BOOST SALES:

STREET FOOD & BURGERS ALL WRAPPED UP IN A GOURMET BUN



93%

of consumers would try a street food filled burger bun

83%

of consumers agree a **QUALITY GOURMET BUN** would enhance their street food dining experience

87%

of consumers eat a gourmet burger **OUT OF HOME** at least once a month



55% OF CONSUMERS DINE OUT AT LEAST ONCE A FORTNIGHT



Primary reasons for dining out:

53%

TREAT
SOCIALISING

40%

Top street food cuisines:

-  CHINESE 01
-  MEXICAN 02
-  BRITISH 03
-  INDIAN 04
-  AMERICAN 05



76%

agree a **quality gourmet bun** makes consumers more likely to order a burger

MAIN DRIVER TO BUY A STREET FOOD FILLED BUN IS

01

HIGH QUALITY INGREDIENTS

02

EXPLORATION, TRYING SOMETHING NEW

03

INTERESTING FLAVOUR COMBINATIONS



DOWNLOAD
OUR **STREET FOOD**
RECIPE GUIDE



FOR MORE BUNSPIRATION AND ON-TREND RECIPES, VISIT: WWW.AMERICANA.CO.UK

