

Restaurant Dive is a news publication designed specifically for leadership overseeing the operations of quick-service, fast-casual, franchise, and independent restaurant businesses. From policy and operations, to delivery and consumer trends, our journalists cover the issues that impact the food service industry.

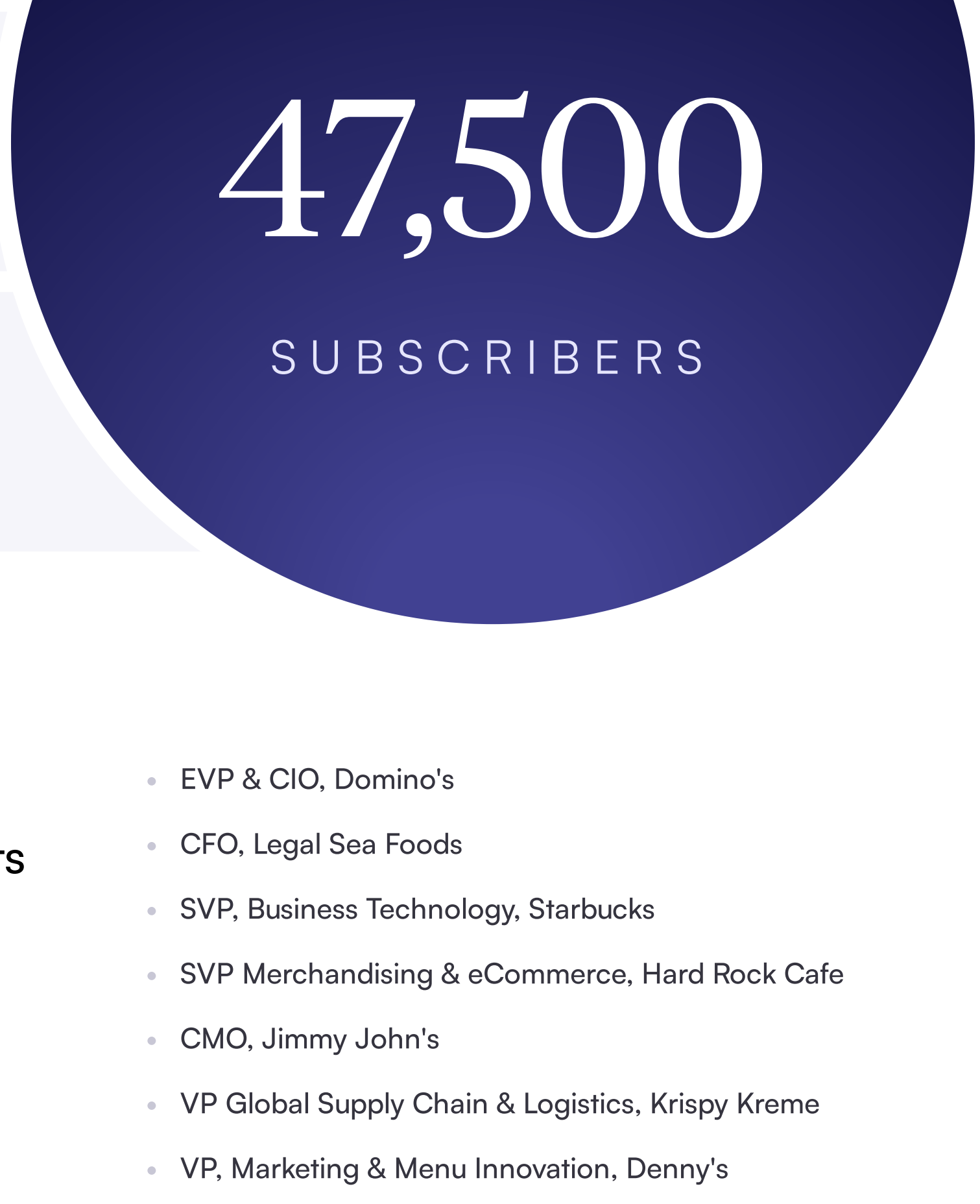


01 Audience

75K
 unique monthly visitors

80%
 of subscribers are manager-level or above

99%
 of the Top 100 Restaurant Chains read Restaurant Dive



You'll find Restaurant Dive's news and insights in the inbox of notable subscribers, like:

- EVP & CIO, Domino's
- CFO, Legal Sea Foods
- SVP, Business Technology, Starbucks
- SVP Merchandising & eCommerce, Hard Rock Cafe
- CMO, Jimmy John's
- VP Global Supply Chain & Logistics, Krispy Kreme
- VP, Marketing & Menu Innovation, Denny's
- Director of HR, Shake Shack
- VP Supply Chain Management, Logan's Roadhouse
- Sr. Director Business Development & Innovation, McDonald's

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02 Top-performing content

Despite inflation cooling at the beginning of 2024, many of 2023's challenges linger across the restaurant industry. Restaurant leaders will be pushed to adapt to consumer price sensitivity, labor challenges, and the pressure to use AI to streamline operations — all while fulfilling consumers' craving for both hyper-personalization and human interaction at their favorite establishments. Let's look at what restaurant leaders are focused on most.

Top 5 topics

- Operations
- Franchising
- Consumer trends
- Technology
- Labor & policy

Top 10 Restaurant Dive stories

7 restaurant industry trends to watch in 2024	Restaurants are cranking up value in 2024 but traffic may not follow
Return-to-office traffic is fueling a catering boom in 2024	RBI to acquire Carrols Restaurant Group for \$1B
Domino's loyalty relaunch draws 2M new members	TGI Fridays to close 36 underperforming restaurants
How Portillo's develops its managers to sustain \$10M unit volumes	How 5 restaurant chains are preparing for \$20 wage in California
Chipotle targets Gen Z workers with latest benefits	Restaurant trend outlook for 2024

Keywords resonating right now

- service fees
- AI in restaurants
- ghost kitchen
- loyalty programs
- restaurant inflation
- bankruptcies and closures
- dynamic pricing
- new menu offerings

03 Trend analysis

Transformation through tech

- Exploration of AI's ability to increase efficiency, improve diner experience, and decrease costs
- Boom in use of handheld POS devices in full-service restaurants
- Increased adoption of self-service kiosks and QR codes in QSRs

Economic ripple effects

- Development of new storefronts and franchisees slows; closures and bankruptcies abound
- Wide adoption of service fees to cover rising operational costs
- Increase in initiatives to reduce costs & complexity (scaling down of menus, change to composition of recipes, etc.)

Matching consumer behavior and preferences

- Meeting increased demand for value, customization, and meal accompaniments (beverages, snacks, etc.)
- Increased investments in catering due to boom fueled by return-to-office
- Industry-wide focus on implementing personalized, competitive loyalty programs

Our readers spent nearly 2x as long on these stories than the average story:

- Wawa to open first modular construction drive-thru stores
- How Qdoba is plotting growth in Chipotle's shadow

Underscoring value
 As many restaurants face falling consumer traffic, leaders are responding with a hyper-focus on delivering value.

studioID tip

Special promotions, re-engineered menus, and surprising offerings at nontraditional mealtimes are some of the ways restaurant leaders are trying to help diners feel good about their restaurant spend during tough economic times. Help leaders thwart the competition by keeping them on top of seasonal flavor trends, changing consumer preferences, and crucial data points and projections.

Up front with AI
 Restaurants already invested in AI to improve back-of-the-house functions. In 2024, restaurants are expected to experiment with AI in more of their customer-facing operations.

studioID tip

It's full steam ahead for AI in restaurants, and operators want to be informed of the latest developments and applications — particularly how their competitors are finding success with AI, from behind-the-scenes functions, to customized menu offerings and upsells at the point of purchase.

Loyalty gets personal
 As diners seek rewards that cater to their individual preferences, restaurateurs realize that stagnant loyalty programs need a makeover.

studioID tip

Restaurant leaders need guidance to stay on top of diners' demographics, shifting preferences, and appetite for rewards so they can create modern loyalty programs and remain competitive. Help them understand how they can use customer data and emergent tech to create hyper-personalized rewards that go beyond discounts and keep consumers coming back for more.

04 Marketing insights

Dish out impactful marketing to this audience by reflecting the preferences of over 47,500 Restaurant Dive subscribers in your strategy:

Preferred content types

- [Webinars/virtual events](#)
- [Trendlines](#)
- [Playbooks](#)
- [Infographics](#)

High-impact approach
Don't let data-driven insights go stale
 In the fast-paced restaurant industry, leaders can't afford to let data and competitive insights fall through the cracks.

studioID tip

Identifying the right data insights to act on while balancing day-to-day demands is a tall order for busy restaurant operators. Provide them with regular updates and unique perspectives on the most critical metrics, trends, and consumer preferences to help restaurants focus on what matters most. Convey these findings in highly digestible formats that deliver instant impact.

High-impact approach
Prioritize new investments
 To make sound investments in new technologies, restaurant operators need to know what's working.

studioID tip

As robotics, AI, and other emergent tech find their seats in modern restaurants, leaders need expert insight to help them understand where, when, and how to make all types of significant investments and improvements. Deliver real-life examples demonstrating how new technologies, menu innovations, and other strategies produced a successful result for their peers. Additionally, don't be afraid to show them where other brands took big swings and failed so they can avoid throwing good money at bad ideas.

High-impact approach
Encourage deeper customer relationships
 As traffic falls and competition gets even more heated, restaurant operators must adapt to changing customer expectations to stay afloat.

studioID tip

While some brands deliver their highest earnings yet, others are filing for bankruptcy and shuttering doors for good. Help restaurants stay in the former camp by encouraging experimentation with new and innovative approaches to customer service. When success relies so heavily on loyalty, help leaders win over competitor traffic and drive repeat customers with advanced personalization, rewards programs, and unique menu items.

studio / ID

How are you resonating with this audience?
 Contact us for more details about how to apply these insights to your marketing program.

