MENU ADOPTION CYCLES

turkey MAC | meat MAC update

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National Turkey Federation
Food trends follow a predictable life cycle. The MAC helps you determine a trend’s current life stage, as well as its potential for future advancement.

1. INCEPTION
Trends start here. Inception-stage trends exemplify originality in flavor, preparation, and presentation.

IN FOODSERVICE: Fine dining
AT RETAIL: Ethnic independents

2. ADOPTION
Adoption-stage trends grow their base via lower price points and simpler prep methods. Still differentiated, these trends often feature premium and/or generally authentic ingredients.

IN FOODSERVICE: Fast-casual restaurants
Casual independents
AT RETAIL: Specially grocery stores
Gourmet food stores

3. PROLIFERATION
Proliferation-stage trends are adjusted for mainstream appeal. Often combined with popular applications (on a burger, pasta, etc.).

IN FOODSERVICE: Casual chain restaurants
Quick service restaurants
AT RETAIL: Traditional supermarkets
Mass merchandisers

4. UBIQUITY
Ubiquity-stage trends have reached maturity, and can be found across all sectors of the food industry. Though often diluted by this point, their inception-stage roots are still recognizable.

IN FOODSERVICE: Family restaurants
Quick service restaurants
AT RETAIL: Dollar stores
Drug stores

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