

INDUSTRY WEEKLY DIGEST

YOUR WEEKLY DIGEST OF CONTEMPORARY INDUSTRY TRENDS



SCHOOL OF
HOSPITALITY
AND TOURISM
MANAGEMENT
UNIVERSITY OF SURREY

IF I'M EATING OUT,

I don't care!

Following the introduction of calorie labelling on some menus in the UK in 2022 (also see Digest [Vol 3 Issue 30](#)), [Professor Anita Eves](#), [Dr Pablo Pereira Doel](#) and [Vanessa Cumper](#) undertook a study to explore consumers' responses to this, to establish if seeing calories changes choices.

Innovative biometric methods were used to explore consumers' interest in calorie labelling of menus, followed up with interviews. Attention and reactions to aspects of the menu were established using eye-tracking, galvanic skin response, and facial expression analysis, which measured participants' real-time emotional reactions and engagement with the menu.

In this digest, Professor Anita Eves summarises the methodology of the study, the initial results and conclusions.

Have a great weekend!

For the table		Burgers	
Roasted mixed olives (vg) Mixed kalamata and kalamata olives, sundried tomatoes, garlic and herb dressing	(192 kcal) £3.95	Cheddar cheese burger Mild cheddar, house burger sauce, crispy onions and buttermilk french fries	(2,133 kcal) £14.95
Red pepper hummus (vg) Chickpeas, pine pistachio, lemon oil, dukkah, micro greens and grilled flatbread	(735 kcal) £4.95	Red beef burger Beef burger, pickled carrot, courgette and sweet chilli sauce	(1,011 kcal) £1.00
Starters		Vegetarian veggie burger (vg) Soy burger, pickled carrot, courgette and sweet chilli sauce	(1,216 kcal) £13.95
Crispy skin and pepper stuffed squid Stuffed with red pepper and three cheese sauce	(604 kcal) £6.50	Spicy buttermilk bread chicken burger Aged cheddar, gorgonzola hollandaise, hot sauce, crispy onions and jalapeno sauce	(1,921 kcal) £14.95
Hot & smoky chicken wings Three cheese hollandaise, spicy sauce, toasted sesame seeds and chive	(816 kcal) £6.95	Share your own or chips for a salad Crispy baked (vg) Kale, avocado dressing	(52 kcal)
Roasted wild mushrooms on sourdough (vg) Garlic parmesan white bean puree, fresh herbs and black truffle oil	(327 kcal) £5.95	Sides	
Curried paneer soup (vg) Paneer cubes, onion and sourdough bread	(437 kcal) £5.75	Lobster chips Crispy lobster, onion, spring onions, crispy onions, cheddar cheese, mushrooms, BBQ sauce and hollandaise	(1,112 kcal) £5.95
Roasted carrot smoked salmon Hollandaise & olive oil puree, watercress, lemon oil and sourdough	(383 kcal) £7.50	Chips Crispy french fries, spring onions, crispy onions, cheddar cheese, mushrooms, BBQ sauce and hollandaise	(599 kcal) £2.95
Shrimp, chili puree & sage smooth egg Roasted carrots & tomato puree and spiced apple puree	(804 kcal) £6.50	Beer battered onion rings (vg) Beer battered onion rings	(802 kcal) £3.95
Main		Onion bread (vg) Newman's Own, herb and garlic butter	(380 kcal) £3.95
Chicken Kiev Mild butter stuffed breaded chicken breast, parmesan mash, pancetta and roasted kale	(2,502 kcal) £14.95	Cheese garlic bread (v) Sourdough baguette, herb and garlic butter, melted cheese	(686 kcal) £4.95
Seafood & saffron risotto Clams, mussels, king prawns, roasted tomato, lobster bisque, lemon oil and watercress	(705 kcal) £14.95	puddings	
Roast pork belly Pork & kale, mushroom mashed potato, mixed pods, Chantenay carrots and herb & mustard sauce	(1,678 kcal) £15.95	Roast apple & pear crumble (v) Roast apple & pear crumble	(597 kcal) £6.50
Slow braised lamb shank Roasted cherry tomatoes, baked vine tomatoes, watercress, pickled red onions, mushroom puree and chive	(1,462 kcal) £17.95	Chocolate profiteroles (vg) Vanilla custard	(355 kcal) £6.50
Roasted vegetable lasagne (vg) Sweet & spicy, tomato & spinach, toasted almonds, lemon quinoa and aubergine	(562 kcal) £10.95	Vegetarian waffles (vg) Vanilla ice cream, rich chocolate ice cream, caramelised banana & shortbread cookie drizzle with chocolate sauce	(733 kcal) £5.50
Traditional fish and chips Roasted beets and butter pea puree, tartare sauce, lemon and chips	(1,795 kcal) £14.95	20-100 french fries (v) Newman's Own or cream	(784 kcal) £6.95
Traditional fish and chips - small Roasted beets and butter pea puree	(1,074 kcal) £9.95	Vanilla panna cotta (vg) Minted berries	(399 kcal) £6.50
Hand carved roast beef and eggs Slow cooked beef with low fat free range British fried eggs, spiced apple chutney & chips	(1,117 kcal) £12.00		
Braised beef, ale & onion pie Slow cooked beef and onion pie, creamy mash potato, Chantenay carrots, wilted spinach, green beans and beef gravy	(1,362 kcal) £13.95		

For groups of six people or more, where table service is provided, a discretionary service charge of 10% will be added to the bill. For groups of less than six people, an option to add a tip will be given when you pay. Tips are shared by all members of our team here.

All our food is prepared in a kitchen where nuts, gluten and other food allergens are present. Our menu descriptions do not include all ingredients. If you have a food allergy or intolerance, please let us know in advance. Other options may be available - please ask in-house about your dietary requirements. Fish dishes may contain bones. All weights are approximate uncooked. Menu subject to availability / change. (V) = Vegetarian (VG) = Vegan. Please note that due to the nature of cooking our deep-fried products, we cannot guarantee they're free from cross contamination with other allergens. Wheat and gluten ingredients which are deep fried will use the same fryers in our kitchens as dishes not containing these ingredients - there may be risk of cross contamination which may therefore affect extremely sensitive sufferers. If you are unsure which of our products go through the deep fryer, please ask a member of staff.

Adults need around 2,000 kcal a day

IF I'M EATING OUT, I DON'T CARE!

Professor Anita Eves

Participants visited the [SHTM Digital Lab](#) (also see Digest [Vol 4 Issue 27](#)) on two occasions, once to conduct the experiment with a real, mid-price menu with calorie labelling removed and secondly to complete the same task at least two-weeks later when the same menu included calorie information. Participants read the menu and selected their preferred meal, as if eating out with friends. The biometric experiment was complemented with interviews to establish underlying reasons for choices.

Results show no statistically significant impact on the calorie count of choices when calories were included on menus, although the majority of participants did change their choices compared to Occasion 1. 19 of 34 people stated that they saw the calories on the menu, and 10 of these that the calorie information impacted choice (one seeking more calories and three because they were on a diet). Eye-tracking suggests that calories were not engaged with to any great extent, with menu item descriptions being the main factor focussed on (the areas in yellow/red). Galvanic skin response showed peaks when a liked item was seen or when there was a level of indecision over choice.

Key themes underlying choices included, on both occasions, preference/liking, having something different from what was eaten/prepared at home, ingredients and dietary restrictions, being familiar and being local. At Time 1, balance across courses and who you were with were noted, and at Time 2, having something different from the first occasion and being on a diet.

Price was not mentioned unless prompted, where it was considered a greater influence on choice of restaurant. It was considered that price difference of menu items was not great and that preference, occasion and ingredients for those with dietary restrictions were more important influences on choice.

In general, calories were not an issue when eating out, with food preferences, dietary restrictions and social occasion being more important. A couple of people noted using calorie information only when choosing between two, otherwise equally attractive, choices or when on a diet. Desserts were 'exempt' from calorie considerations, being described as a reward, a treat, or compensated for through other choices or more exercise!

For most participants, calorie labelling on the menu was not attended to, and many did not even notice it. The information mainly seemed to influence the choices of those on a diet, with others prioritising preference and enjoyment. This might suggest, that for most people, this approach to encouraging lower calorie choices in mid-range restaurants is not very effective.

For more information about the [SHTM Digital Lab](#), please contact [Dr Pablo Pereira Doel \(p.pereiradoel@surrey.ac.uk\)](mailto:p.pereiradoel@surrey.ac.uk).