

“Frugality Fatigue” Consumers Are Tired of Not Spending

Americans are suffering from frugality fatigue. *“Mental exhaustion caused by constant frugality during hard economic times.”*¹ Consumers have grown weary of scrimping, saving and coupon cutting.

Food continues to play an important role in comforting and helping consumers cope and restaurants offer a reasonable method of splurging during a recession. That’s not to say that consumers aren’t looking for value for their money. Groupon, LivingSocial, Facebook deals, dining club affinity/points are as important as ever to the smart consumer.

They want affordable indulgences. Middle class diners gravitate toward reasonably priced, but high-experience high-value concepts with memorable menus. “Fun” is part of the splurge; consumers want to feel good about indulging.



Cocktails and appetizers and after dinner cocktails are popular now that people are eating part of their meal at home to save money. “Mad-Men” style retro drinks, small portion dinners and large appetizers are all the rage.



Healthy eating and “eating a little better” translates into innovative specials such as fresh in-season fare, Meatless Mondays and Skinny Cocktails. Locally grown ingredients attract consumers, especially the health conscious.



Mix & Match Variations
perfect for salads, small entrees and sharing.



Desserts Dazzle in Beaming