



## Soup, Pizza And Ice Cream Top Menu Charts

SOURCE: HORIZONS



Data kindly provided by Peter Backman from his Horizons Menurama service shows the most commonly listed dishes for the winter 2010 vs winter 2013 across all sectors of the foodservice landscape.

More detail is available from Peter and his team at Horizons but in terms of the starters, soup and prawn cocktail continue to be the top two most commonly listed dishes on menus whilst there is a new entry at No. 6 for squid/calamari. Across this sector menu prices have risen by an average of only 1.1% over the three years.

In terms of main courses, we have seen average prices rise by 6.1% over the three years whilst the top five menu items have remained unchanged with pizza being top of the charts. Chicken appears three times in different formats in the Top 10 whilst steak in different formats also appears three times in the Top 10.

Desserts have been headed again by ice cream with sorbet and apple crumble being new entrants into the winter 2013 Top 10 menu items. Across all desserts the average price has risen by a modest 2.7% between winter 2010 and winter 2013.

### TOP PRODUCTS FROM HORIZONS MENURAMA ACROSS ALL SECTORS

KEY: ■ = NON-MOVER ▲ = GAINER ▼ = LOSER ★ = NEW ENTRY

#### STARTERS - AVERAGE PRICE INCREASE

2013

1.1%

##### WINTER 2013

- 1 SOUP
- 2 PRAWN COCKTAIL
- ▲ 3 CHICKEN WINGS
- ▲ 4 GARLIC BREAD +
- ▲ 5 POTATO SKINS
- ★ 6 SQUID CALAMARI
- ▼ 7 NACHOS
- ▲ 8 GARLIC BREAD
- ★ 9 PLATTER
- 10 BREADED MUSHROOMS

##### WINTER 2010

- 1 SOUP
- 2 PRAWN COCKTAIL
- 3 NACHOS
- 4 CHICKEN WINGS
- 5 BRUSCHETTA
- 6 POTATO SKINS
- 7 POTATO WEDGES
- 8 GARLIC BREAD +
- 9 GARLIC BREAD
- 10 BREADED MUSHROOMS



#### MAINS - AVERAGE PRICE INCREASE

2013

6.1%

##### WINTER 2013

- 1 PIZZA
- 2 BEEF BURGER
- 3 CHICKEN BURGER
- 4 FISH & CHIPS
- 5 ROAST CHICKEN
- ▲ 6 RUMP STEAK
- ▲ 7 RIB EYE STEAK
- ▼ 8 SIRLOIN STEAK
- ★ 9 CHICKEN BREAST
- ★ 10 GRILLED CHICKEN

##### WINTER 2010

- 1 PIZZA
- 2 BEEF BURGER
- 3 CHICKEN BURGER
- 4 FISH & CHIPS
- 5 ROAST CHICKEN
- 6 CHICKEN CURRY
- 7 SIRLOIN STEAK
- 8 RUMP STEAK
- 9 COMBO
- 10 RIB EYE STEAK



#### DESSERTS - AVERAGE PRICE INCREASE

2013

2.7%

##### WINTER 2013

- 1 ICE CREAM
- ▲ 2 ICE CREAM SUNDAE
- ▼ 3 CHEESECAKE
- ▲ 4 CHOCOLATE BROWNIE
- ▲ 5 STICKY TOFFEE PUDDING
- ▲ 6 CHEESE BOARD
- ★ 7 SORBET
- ▼ 8 CHOCOLATE FUDGE CAKE
- ▼ 9 WAFFLE
- ★ 10 APPLE CRUMBLE

##### WINTER 2010

- 1 ICE CREAM
- 2 CHEESECAKE
- 3 ICE CREAM SUNDAE
- 4 WAFFLE
- 5 CHOCOLATE BROWNIE
- 6 STICKY TOFFEE PUDDING
- 7 CHOCOLATE FUDGE CAKE
- 8 APPLE PIE
- 9 CHEESE BOARD
- 10 PROFITEROLES

