

HOW TO BE KID*FRIENDLY



Kids are big business for casual dining.

About a quarter of CDR traffic is from families with kids under 13.

23%

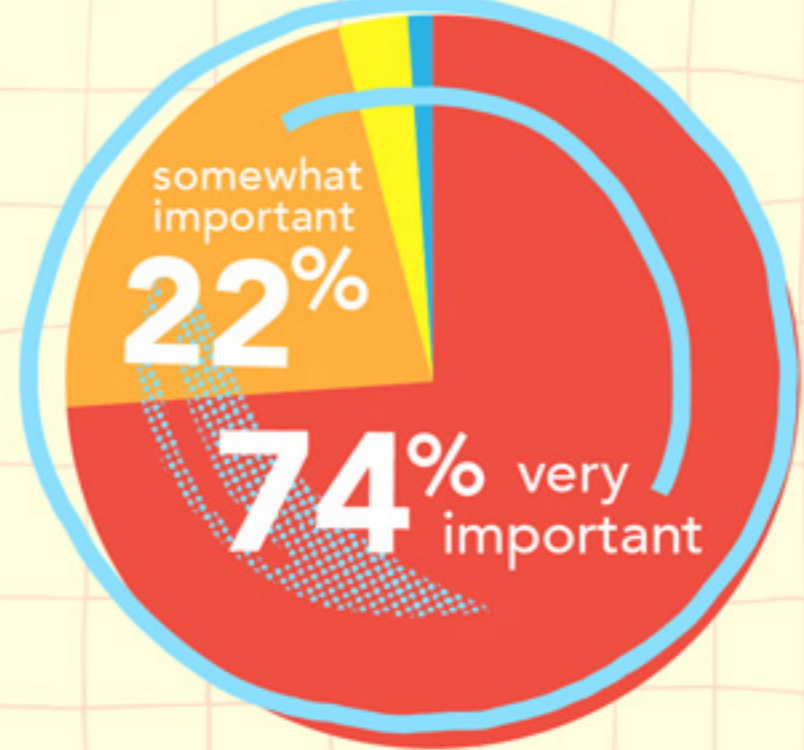
Last year, that totaled **\$25.7 Billion!**

Source: The NPD Group/CREST®, year ending Dec 2021. CDR=Total Full Service Restaurants.



That's why being kid-friendly pays off.

3 in 4 parents say a restaurant's kid-friendliness is VERY important when they're choosing where to eat.



Wanna be friends?

Here are the top things

...parents are looking for

1. Kids' meals
2. Food kids love
3. Kids' cups with lids
4. Crayons + activity menus

...kids are excited about

1. Food they love
3. Kids' menu
3. Crayons + activity menus



Honorable mentions

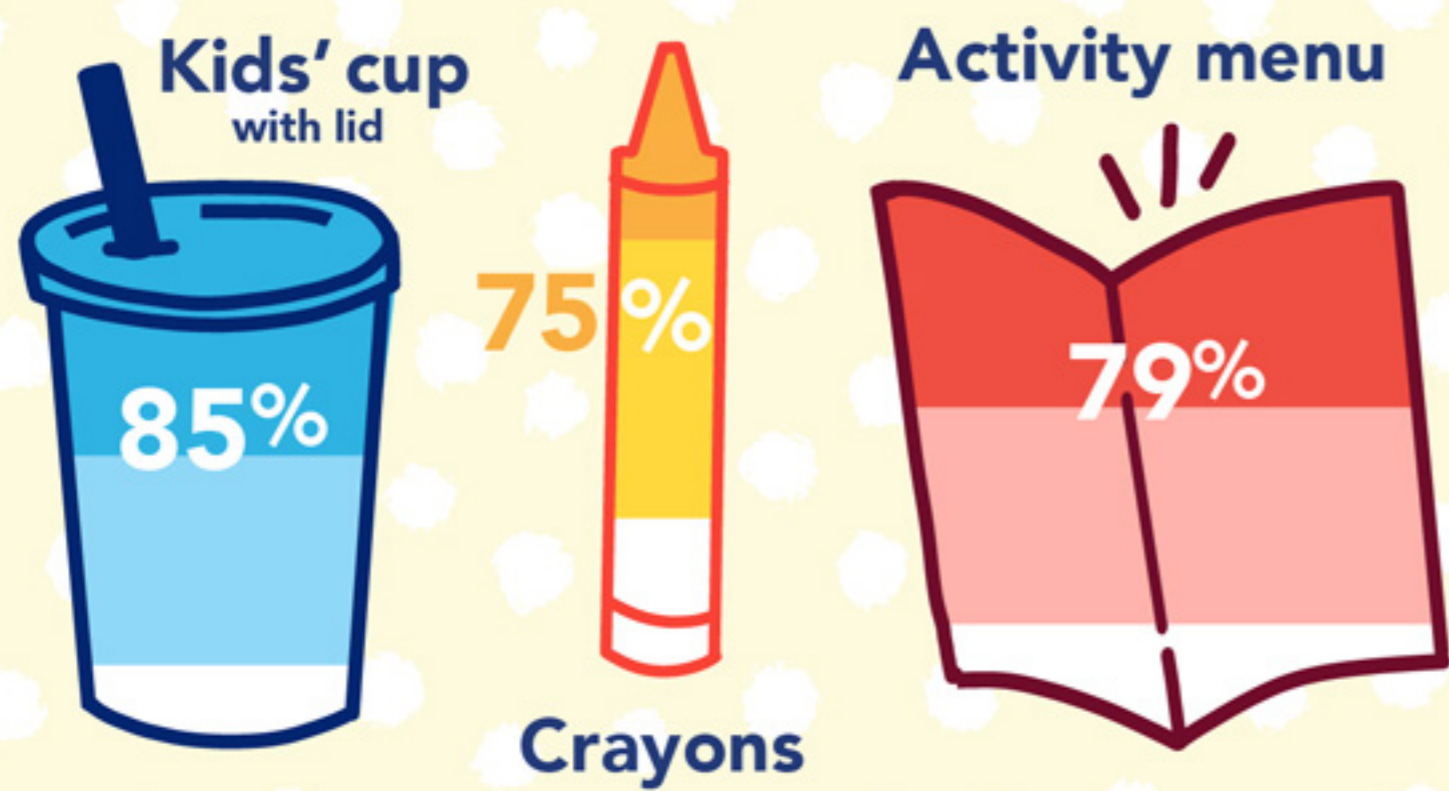
- Kid-friendly waitstaff
- Variety of foods
- Drink included with kids' meal

Big expectations

Don't disappoint!

Parents expect a lot from kid-friendly CDRs. The vast majority of families surveyed expects a full kids' menu experience, from kid-friendly food choices, activities and crayons to special cups with lids.

Which of the following do you EXPECT from a kid-friendly casual sit-down restaurant?



Totals include both "always expect" and "usually expect" responses.



3 out of 5 parents

are disappointed when casual sit-down restaurants don't offer their kids appropriately-sized kids' cups with lids.

Marvelous menus



Keeping kids busy while they wait for their food is only part of the story.

Why do parents love kids' menus?

Top 9 benefits of casual dining offering crayons & activity menus

- 1 Something to do while we wait for food
- 2 They're fun for kids
- 3 Entertains kids while the adults have a conversation
- 4 Give kids something to look forward to when we go out to eat
- 5 Allow kids to choose their own food
- 6 Encourages my kids to be creative
- 7 Makes my kids more excited about going to that restaurant
- 8 Encourages interaction and family bonding
- 9 Gets my kids to practice reading, writing, counting, drawing, problem-solving and more.



59%

of kids are disappointed when casual sit-down restaurants don't have activity menus or crayons.

63%

of families take the crayons with them after their meal

Win with families

The fastest way to a family's heart is through the kids. When you make them feel welcome, you win over the whole family—and that's just winning, period.

Wanna learn more about kid-friendliness? We should talk.

Source (unless otherwise noted): C3 Kid-Friendly Restaurant Study, Aug 2020, n=578 parents of kids 4-10.

Updated April 2022

If you have questions about families, restaurants or kid customers, **drop us a note!** If we don't have the answer, we'll figure it out together.

