



lab presents:

HOW TO BE KID*FRIENDLY



Kids are big business for fast casual dining.

Almost 20% of fast casual traffic is from families with kids under 13.

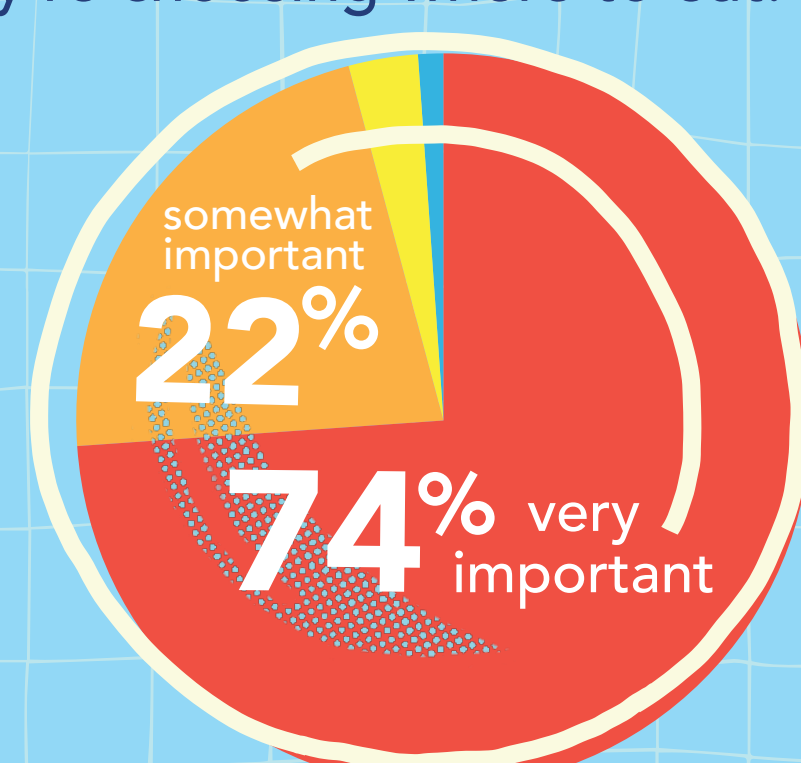


x2 Check is more than twice as high when kids are present.

Source: Circana, Inc./CREST®, year ending Dec. 2022.

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.



Source: C3 Kid-Friendly Restaurant Study, August 2020.



Wanna be friends?

Here are the top things parents are looking for in a kid-friendly fast casual restaurant:

Kids' Meals 85%



Kids' Beverages (included with the Kids' Meal) 52%

Kids' Giveaways (like toys/activities) 70%

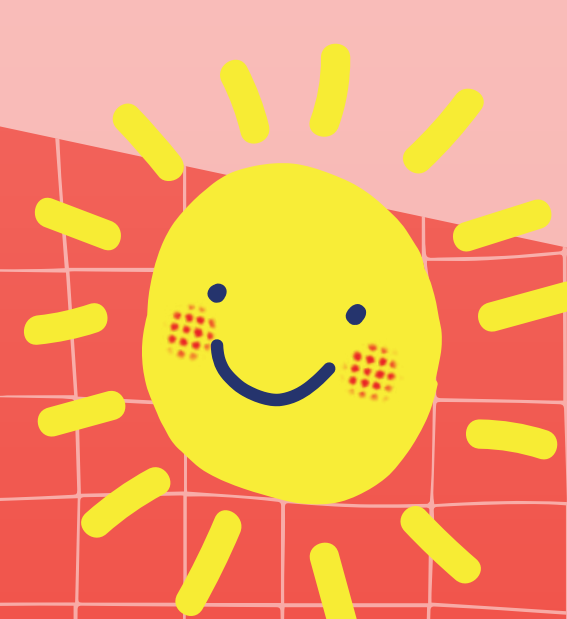
Food + Fun

Kids' Cups with Lids 47%

Food Kids Like 57%



Friendly Employees 48%



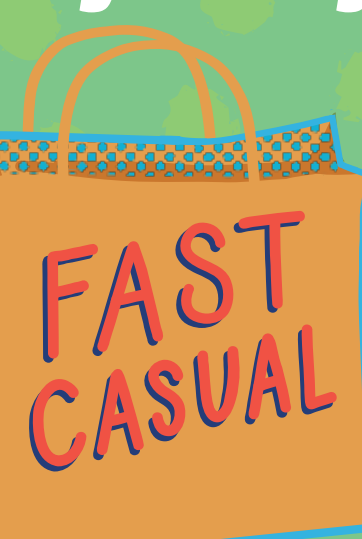
The Story of Kids' Giveaways

There are many benefits of including kids' giveaways in kids' meals:

- 1 Fun for the kids
- 2 Entertains kids while the adults have a conversation
- 3 Adds an exciting surprise
- 4 Encourages creativity, imagination and pretend play
- 5 Make kids more excited about going to a non-fast food restaurant
- 6 Something for the kids to play during the meal
- 7 Something to entertain kids in the car on the way home (from drive-thru or take-out)
- 8 A small gift for the kids

Let parents have the food they want, by giving kids the toy they want!

Parents #1 FAVORITE TYPE OF RESTAURANT



Kids #1 FAVORITE TYPE OF RESTAURANT



Fun Builds Your Brand

If fast casual restaurant brands provide kids' toys or giveaways ...

9 out of 10 parents agree:



It would make that brand seem **more fun** (90% agree)

Their **kids would ask to go there more often** (87% agree)

8 out of 10 parents agree:



It would make that brand seem like a **better value** for their family (80% agree)

They would take their family there **more often** (79% agree)

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 Fast Casual Study, March 2023, n=425 parents of kids 4-10.

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.



lab

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