



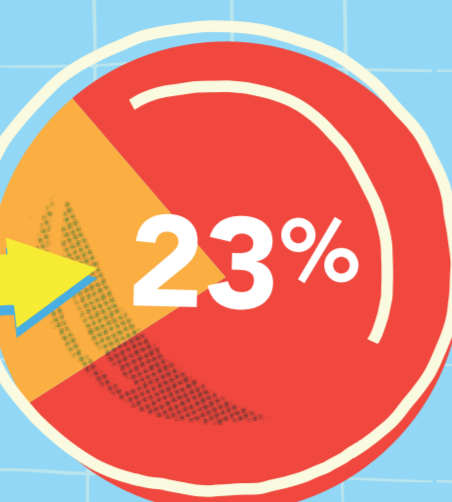
lab presents:

HOW TO BE KID*FRIENDLY



Kids are big business for fast casual dining.

Almost one quarter of fast casual traffic is from families with kids under 13.

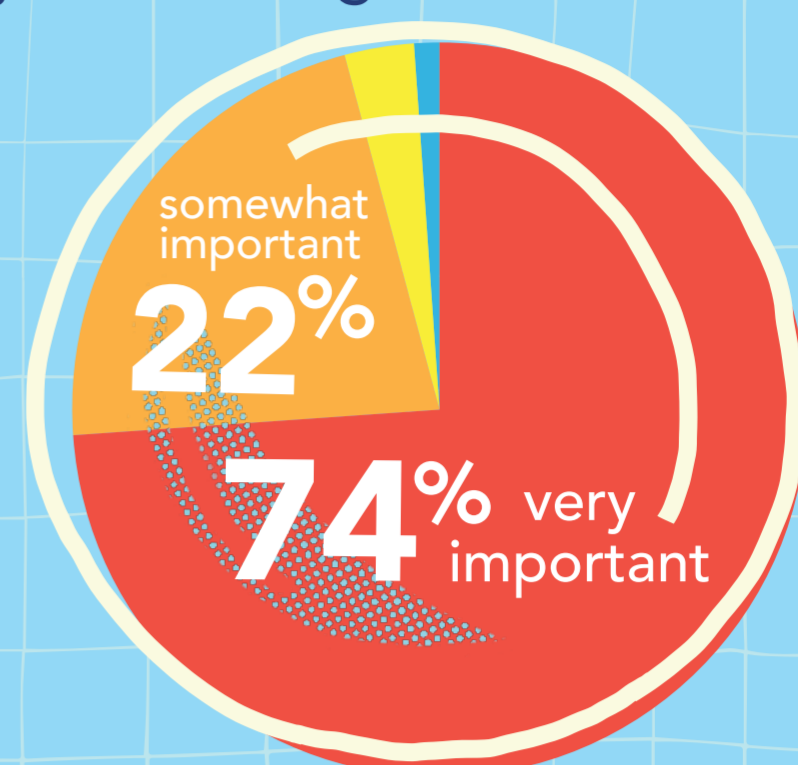


x2 Check is more than twice as high when kids are present.

Source: Circana, Inc./CREST®, year ending Dec. 2024.

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' Giveaways
(like toys/activities)
70%

Food + Fun

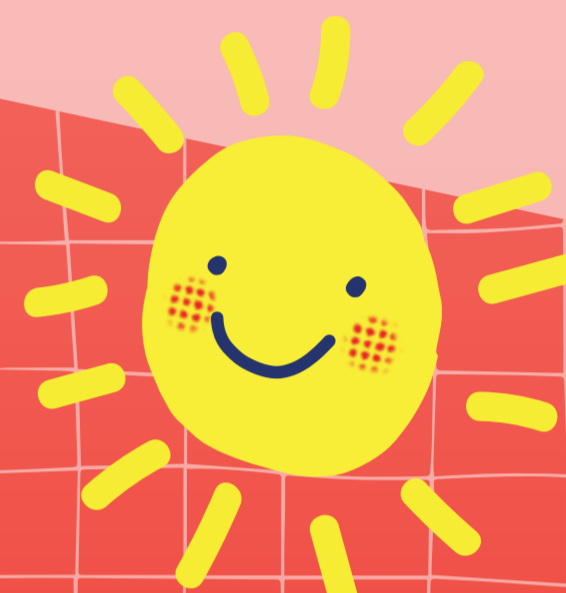
Kids' Beverages
(included with the Kids' Meal)
52%

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



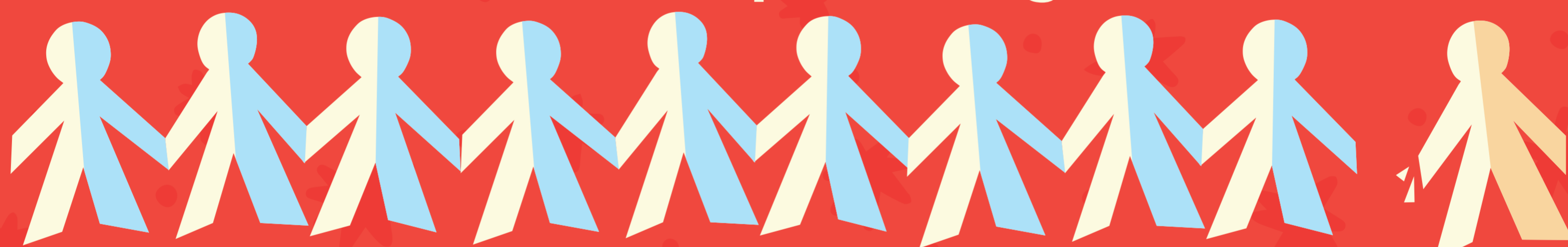
Kids #1
FAVORITE TYPE OF RESTAURANT



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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