

RESTAURANTS

It was Rob Thomas, the founder of Wendy's, who said, "Each hamburger could be our last."

As a restaurant manager, you understand more than anyone how important word of mouth can be – you live and die by the reviews. Providing exceptional food, great ambiance and attentive staff will give you an advantage over your competition.

These studies will help you provide a better experience for your guests.

STUDY:

How The Speed of Music Impacts Restaurant Sales

In general, people tend to move at the speed at which music plays. In one study, researchers found that using slow music can increase average spending by 26%. This surge was largely due to customers staying longer in the restaurant.

STUDY:

The Effects of Background Noise on Food Taste

Researchers in this study found that the addition of white noise or static caused people's perception of food taste to become bland. This is believed to be one of the reasons why airline food tastes so poorly.



What consumers see, feel, touch, taste, and hear must align with their expectations...



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