

# Blog

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## How to Attract the “Foodie” Segment to Your Restaurant

Posted by Kate Seiferth | 4/12/2013 | Category: General

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Foodie is one of those trendy terms that has infiltrated the social media, marketing, and restaurant industries and spawned a plethora of food-themed blogs. You may even consider yourself a foodie, and we definitely consider ourselves foodies here at MojoBistro.

According to the Oxford Dictionaries Online, a foodie is “a person with a particular interest in food; a gourmet.” Sounds pretty simple, right?

Wrong! Seeking new experiences is high on a foodie’s radar. Attracting the foodie demographic to your restaurant takes a lot of concerted effort. Being a foodie has become a hobby labeled with sophistication, and using the same marketing tactics you’ve always used at your restaurant isn’t enough to attract this refined segment of the population with discerning palates.

Here are a few quick tips on how to start attracting more foodies to your restaurant.

### Develop an Innovative Menu with Daily Specials Aimed at Foodies

Foodies want to try menu items they’ve never tried before. Think of the current trendy menu features such as pork belly, foie gras, and duck eggs. So, consider a refresh of your menu often or a delightful array of daily specials at the very least. Consider this statistic from the National Association for the Specialty Food Trade, Package Facts and the 2012 Culinary Visions Panel Survey, “54 percent of casual diners are considered foodies because of their desire to always or usually try new menu items when going to a restaurant.”

Are you catering to this demographic? And, gnaw on this statistic from the same survey, “Three-quarters (76 percent) of U.S. adults enjoy talking about new or interesting foods.” That means, they are ordering your fancy new special and talking about it with their family, friends, and coworkers.

Also, consider sourcing at least some of your ingredients locally. Foodies want to know where their food is coming from, and bonus points if it’s locally grown and sustainably sourced.

### Offer a Connection with your Chef and Staff

Foodies desire a personal connection with your restaurant. Mostly likely they are checking in at your restaurant on social media and even posting pictures of your food on their online profiles. That means if they have a good experience, everyone knows. And if they have a bad

How to attract the Foodie



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experience, everyone knows. To ensure your foodie guests have a positive experience make an effort to make a connection with your guests beyond the ordinary.

Chefs and their talents and personalities become important here. Is your chef in the running for a reality show? Or at the very least, is she a social media rockstar? So maybe your chef won't have her own reality show anytime soon but at least get her a Twitter account or start a weekly blog about her culinary expertise.

Also, consider offering some cooking classes aimed at the foodie segment to engage them with your restaurant and chef. After all, according to the survey mentioned previously, "53 percent of U.S. adults regularly watch cooking shows."

### **Create a Custom Mobile App**

Once you make sure your menu and staff are foodie ready, show off your new found foodie prowess with a custom mobile app. A mobile app is a fabulous way to showcase your new menu options, cooking class events, and more.

Did you know you can even add "foodie" as a skill on LinkedIn? Foodies wear the label like a badge of honor. So giving them a mobile app to connect with your restaurant no matter where they are, is definitely an investment that will reap rewards with this connected demographic of the population that you already know loves food.

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