



Food Industry. Facts. Insights. Consulting.

[Home](#) [Contact](#) [Site Map](#)

 Food Supplier Consulting
Manufacturers, Distributors,
Associations

 Restaurant Operator Consulting
Chains and Other Foodservice
Providers
[About](#)[Press Room](#)[Industry Facts](#)[Links](#)[Publications](#)
[Releases](#)
In the News
Press Kit
[Back to Releases](#)

Technomic identifies top corporate social responsibility issues among restaurant users

Chicago, April 16, 2007, Business Wire – In a recent study of U.S. consumer attitudes toward corporate social responsibility in foodservice, Technomic found that restaurant users rated health insurance coverage, living wages and animal welfare as their top three concerns, when asked to select among 14 different issues.

In general, consumers believe restaurant chains could do more to address their high priority social issues. The chains that consumers view as being most socially responsible are McDonald's, Chick-fil-A, Subway, Starbucks and Applebee's.

"Corporate social responsibility is becoming increasingly important for consumers in general and restaurant users specifically," says Bob Goldin, Executive Vice President of Technomic. "The foodservice industry should identify and proactively address those social issues most important to their customer base. There is big payback for companies that are able to connect with consumers in this way and major downside risk for those fail to do so."

The Corporate Social Responsibility study was undertaken for Technomic's new Foodservice Center for CSR. To learn more about this timely and important research program, please contact Bob Goldin at 312-506-3936 or rgoldin@technomic.com.

About Technomic, Inc.

Technomic Inc. provides food and foodservice clients with the research, insights and strategic consulting support they need to enhance their business strategies, decisions and results. Its services include category and channel analyses, customer satisfaction studies, opportunity assessments, benchmarking programs and brand equity enhancement. Technomic offers clients proprietary management consulting solutions and shared-cost, common-interest research.

Source: Technomic, Inc.

Press Contact: Chris Urban, 312-506-3929 or curban@technomic.com

Technomic, Inc. 300 South Riverside Plaza, Suite 1200, Chicago, IL 60606.
Phone 312-876-0004 Fax 312-876-1158 Email foodinfo@technomic.com
© 2007 Technomic, Inc.