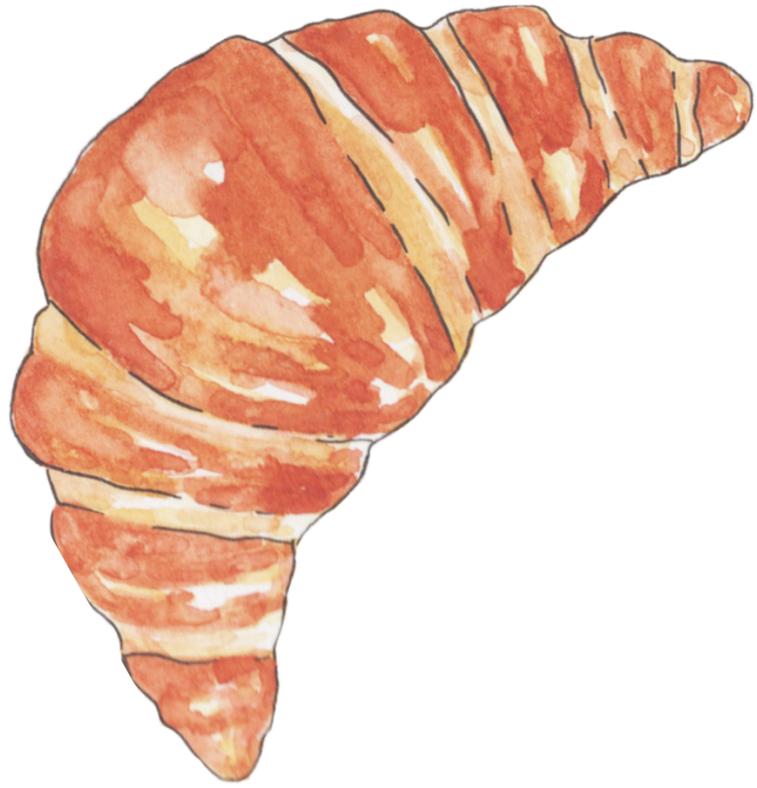




*Bake n' Brew*  
LITERATURE  
REVIEW

KATIE CLAESON, GRACE HYLAND, GABBY PICCIRILLI, & KATIE TUBEROSA



**How can a niche  
restaurant address  
industry challenges and  
stand out in a  
competitive market?**



# Client SCENARIO



Picture this...



# key ISSUES

1

**Enhancing the Dining Experience**

2

**Alcohol: Its Role in Health & Culture**

3

**Food Waste in the Restaurant Industry**

4

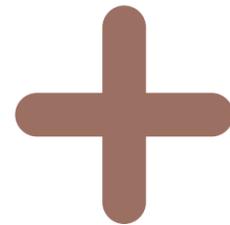
**Demand for Experiential  
Dessert-Only Spaces**



# Enhancing the Restaurant Experience

## Memorable dining experiences (MDEs)

- Comes to mind when selecting a place to eat
- Service, cuisine, physical environment, and high perceived value



## Technology

- More enjoyable dining experience
- Social media engagement & eWOM

## Emotional connection

- Comfort, stimulation, being cared for
- Positive dining experience invokes positive emotions

## Physical Environment

- Critical for the success of fine dining establishments
- Experiential dining that can't be replicated elsewhere

Holistic approach when crafting these experiences



# Alcohol: Its Role in Health & Culture

## Mocktails as healthy alternatives

- Inclusivity
- Alternative to alcohol, sugary sodas and other high-calorie drinks

## Benefits of 'social non-drinking'

- Strengthened relationships
- Improved physical & psychological health
- Increased self-esteem & productivity



## The rise of mocktails

- 46% of drinkers reducing alcohol consumption
- Presence of mocktails on menus experienced growth of 233%

## Dangers of excessive alcohol consumption

- 3.3 million deaths per year
- Physical & mental diseases and cancers
- \$223.5 billion in U.S. economic costs

# Food Waste in the Restaurant Industry

## Causes

- Overproduction
- Inadequate Inventory Management
- Miscommunication
- Customer Portion Preferences

## Impacts

- Environmental
- Financial
- Ethical/Social Responsibility



## Reduction Strategies

- Improve Inventory Management
- Engage Staff
- Collaborating with local food banks

# Demand for Experiential Dessert-Only Spaces

## Market Opportunity

- Demand for easy accessibility for sweet treats
- Dessert-shop openings much more frequent in recent years

## Target Audience

- Increase in sweet-treat/ dessert intake



## Experiential Dining

- Most people attend dessert shops to “socialize with friends.”
- Offers socialization through its dessert and its offered activity

## Post-Pandemic Trends

- Dining spaces with higher social interaction opportunities are frequented more post-pandemic

A top-down view of a wooden table covered with an assortment of baked goods. In the top left, a white plate holds several pastries, some dusted with powdered sugar. To its right, a round cake sits on a glass stand, decorated with fresh berries and white cream. Further right, a white plate is filled with round, light-colored cookies, some with a dark floral pattern. In the center, a white plate contains several small tarts with white cream and blueberries. To the right of that, another white plate holds more tarts, some with pink and white frosting. In the bottom left, a white tray is filled with a variety of cookies, including chocolate chip, cinnamon rolls, and dark chocolate cookies. At the bottom center, a round cake is dusted with powdered sugar. In the bottom right, a white plate holds several chocolate wafers. The text "THANK YOU!" is overlaid in the center in a red, serif font, and "Bake 'n' Bev" is written in the bottom right corner in a red, cursive font.

THANK YOU!

*Bake 'n' Bev*

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