



## Trends: Why Tandur is the Next Big Thing.

### **The Finer Side of Fast Casual.**

The term “fast casual” was coined in the 1990s and fast casual is still the hot growth segment with more concepts on the scene each year. Restaurants like Panera were early leaders in the Fast Casual movement. It was in part a consumer reaction to health concerns related to fast food. Fast Casual is known for offering higher quality food with fewer frozen and processed ingredients than “fast food,” at a slightly higher price and slightly longer wait. Fast Casual restaurants catered to the 18-to-34 year old Millennials as a core part of their market.

Unlike traditional Fast Casuals, Tandur isn’t banking on one specific age group or stereotypes of a generation, but looks to attract a type of customer who is more likely to come back and to bring friends for the experience and the unique flavors. The ‘dining experience’ is more important to the 35-to-44 year old Generation X group with their priorities of atmosphere, authenticity, and a bit of indulgence. And, 35-to-54 year olds in their peak earning years account for most restaurant spending. Tandur will also appeal to Millennials with their taste for ethnic flavors and fresh, quality ingredients. But, age isn’t the key factor in their target market.

Ultimately “User Experience,” transcends generational stereotypes and is a differentiation that creates stronger customer relationships. It is that type of emotional connection that is required to create a Starbucks phenomenon. It may also be the strength of an emerging restaurant category, Fine Casual. “As the \$34.5 billion fast-casual segment evolves, some players are carving out a new niche,” according to restaurant industry reports. That’s where Tandır hits the market, in this new niche that is the finer side of fast-casual.

Some have defined the newer niche of Fine Casual as about \$10 in ten minutes, suited for customers who are willing to wait a few more minutes and pay a few more dollars. But the standard price definitions are becoming less relevant in this category. So what makes the finer version of fast casual different? Tandır is more chef-driven, the setting has more ambience, and the food is boldly flavored and brought to your table on a real plate. These are hallmarks of the new, finer casual restaurant like Tandır.

### **Bold is Beautiful: Adventures in Ethnic Food.**

American taste buds are changing. Two thirds of consumers now eat a wider variety of ethnic cuisines than they did five years ago, and 80 percent eat ethnic food every month. World flavors are in demand. Tandır satisfies a craving in the marketplace, with taste trends toward bolder and spicier flavors, increasing consumption of ethnic food, a growing interest in the culture of India and the demand for fresh, quality ingredients and healthier foods.

The market is poised for a brand champion to bring quality Indian food into America’s mainstream with an authentic “Flame-Crafted Flavor” and an approachable menu like Tandır has created. The food at Tandır is authentic in flavor to be celebrated by Indian food fans, but with more approachable menu items for the uninitiated (future fans of Tandır who may become known as “Fandurs”). Like Starbucks appealed to the coffee aficionado and created its own brand experience, Tandır seeks to please Indian food fans while making Indian food something new, exciting, and relevant to the restaurant scene

