

# Social Media and Technology in the U.S. Foodservice Industry: Trends and Opportunities for an Emerging Market

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## Abstracts

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The convergence of social media, mobile devices and consumer lifestyles is ushering in a new era of restaurant-consumer interaction, opening new doors for restaurant operators to build customer relationships and sales opportunities, according to Packaged Facts' ***Social Media and Technology in the U.S. Foodservice Industry: Trends and Opportunities for an Emerging Market.***

Tethered by the Internet, restaurant operators are increasingly interacting with restaurant consumers in real-time—at work, at home or in mid stride. This provides significant opportunity to shape consumer food choices not only as they are being made, but also in proximity to a restaurant seeking that consumer's business.

This Packaged Facts report provides the insight and analysis foodservice market participants need to understand and leverage social media and technology platforms to enhance their bottom lines. The analysis includes the following:

Social Networking Platforms

Consumer Review Platforms

Food Blogs And Food Photography

Technologic Dining In Action

## Smartphones And Applications

Online Ordering Platforms

Anatomy Of The Mobile Restaurant Ordering User

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