



IDEAS FOR INNOVATIVE RETAIL DINING SPACES IN HEALTH CARE

COMPILED BY ANFP STAFF

1. **Stay ahead of trends.** Continuously monitor industry trends and consumer preferences to ensure offerings remain relevant and attractive to your customer groups.
2. **Focus on cost-effective innovation.** Implement innovative solutions utilizing existing resources whenever possible to create customized retail flex spaces without a significant financial investment.
3. **Take a customer-centric approach.** Identify and address customers' specific needs and preferences, including healthier options, plant-based meals, or comfort foods, to enhance diner satisfaction.
4. **Concentrate on strategic planning.** Develop a comprehensive plan to align menu offerings with customer demands, emphasizing customization and regional preferences.
5. **Source local ingredients.** Experiment with ingredients and source foods locally if possible to create unique, fresh, and regionally-authentic dishes.
6. **Foster innovation.** Encourage feedback and idea-sharing among staff and customers to foster a culture of innovation, creativity, and continuous improvement.
7. **Utilize strategic marketing.** Use cost-effective marketing tactics to generate excitement for your dining program, such as visually appealing digital menu boards and targeted e-mail campaigns.
8. **Develop promotional strategies.** Highlight special promotions, bundles, or deals using signage; leverage staff to promote offerings among customers.
9. **Connect with the community.** Collaborate with local farms and organizations to increase visibility and credibility within the community, enhancing the appeal of your retail spaces.
10. **Generate excitement.** Enhance marketing tactics to create excitement, including pop-up events, contests, themed menus, and in-cafe activities featuring chef demos. Coach staff on effective scripting to engage customers and highlight offerings.

To learn more, read "How to Elevate Flex Spaces" by Brian Jackowski, *Nutrition & Foodservice Edge*, July-August 2023.

Find previous top 10 lists at www.ANFPonline.org/top10