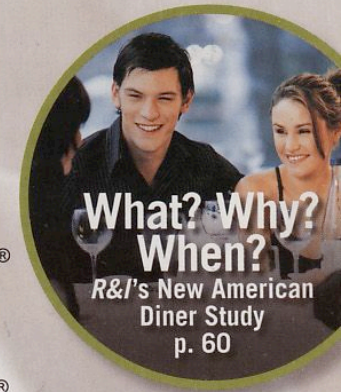


# R&I RESTAURANTS & INSTITUTIONS®



**R&I** FOOD

## what's on the menu for '08


As new ideas and ingredients brighten the 2008 culinary landscape, four key dining philosophies will guide Americans' eating habits.

By Allison Perlik, Senior Editor

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## 2008 Summer Fast them in?

Los Angeles. Another strong technique is to communicate to customers the positive benefits of a natural ingredient, as Salt Lake City-based TCBY is doing with regard to the seven live and active cultures in its frozen yogurt.

"Health, nutrition and wellness used to mean avoiding certain things, but now it's a much more proactive approach," says Steve Willes, TCBY's director of marketing. "Consumers are looking

for ways they can not only enjoy the food they eat but also feel good about it."

**25**  
Percent of  
go to resta  
seafood of

and Beverage Trends  
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