

Casual Dining

Tasty100



Q1 2025 / tasty100.com

Brands 1-25 / Casual Dining

EAT WITH
YOUR EYES

Take a peek at the future
of Casual Dining with our
8 Trends for 2025



Nibble on the latest
industry food & drink news
plus go on a food safari!



What's inside the Casual Dining issue

Welcome to the Tasty100, a compilation of food & drink brands we love, here at Eat With Your Eyes™ design agency. In the first issue of 2025, you can tuck into all things Casual Dining. We have a menu filled to the brim with our expertise and insights, industry news and the brands we think are the tastiest right now!

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Eat With Your Eyes™ Creative Services
Who we are and what we do



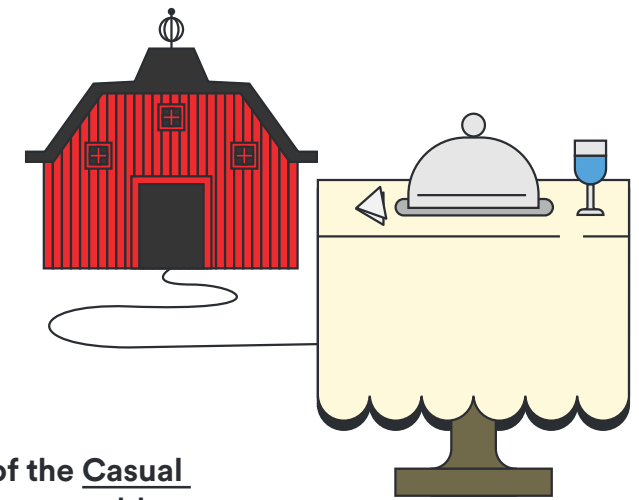
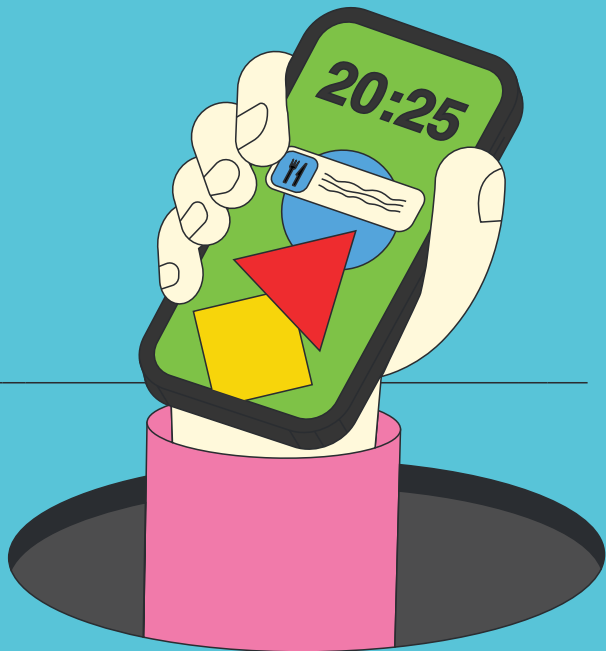
See what's tasty & trending on our Instagram

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A glimpse at the future of dining out

Take a look at the world of casual dining to see what is new and expected in the industry this year. In a post-covid world, are we seeing more innovation in the casual dining space after the last few years of the industry-wide struggle? From consumer habits, to the cost-of-living crisis; the hospitality industry has needed to find new ways to flourish and keep customers coming back for more.

This year, more noticeably than ever, casual dining is evolving in response to changing consumer expectations, technological advancements and societal shifts. The pandemic 5 years ago, followed by rapid digital transformation, altered how we eat, socialise and connect with restaurants. Now diners are looking for experiences that go beyond just the food; they want innovation, convenience and personalisation.



Here are some of the **Casual Dining** trends we expect to see throughout 2025...

1 / Hyper-Personalisation

In 2025, personalisation will be taken to new heights. With advances in AI and data analytics, restaurants will use customer preferences, dietary restrictions, and even past orders to create customised dining experiences. This could mean personalised menu recommendations, dynamic pricing based on customer loyalty, or even tailored ambiance (think: lighting and music that adjusts to your preferences).

For example, a customer may receive a push notification with a personalised offer when they walk by their favourite restaurant. Or, if you've ordered vegetarian meals consistently, the restaurant might highlight their best plant-based dishes or recommend new seasonal specials tailored to your tastes.

2 / Tech-Integrated Dining

Technology will increasingly play a pivotal role in shaping casual dining. From automated ordering systems to table-side tablets and QR code menus; the digitalisation of the dining experience will continue to grow. Diners may also see smart-table technology that lets them customise their orders, adjust lighting, or even call for service with just a tap.

Restaurants may introduce augmented reality (AR) to provide virtual tours of the menu, allowing customers to view 3D models of dishes before they decide. This will bridge the gap between traditional in-person menus and digital innovation, offering an interactive, gamified experience.

3 / Sustainability Becomes Standard

Sustainability isn't just a trend; it's becoming the foundation of casual dining. In 2025, we expect more transparency around where our food comes from, and restaurants will need to meet these demands with sustainable sourcing practices, eco-friendly packaging, and waste reduction initiatives.

Expect more restaurants adopting farm-to-table models, focusing on locally-sourced, organic ingredients and supporting ethical farming practices. Plant-based options will continue to expand. However, so will the use of sustainable proteins like lab-grown meats, insect protein and alternative seafood; catering to both environmental concerns and shifting dietary preferences.

4 / Global Fusion and Regionalism

Diners are seeking out unique and diverse flavours, with a twist. Global fusion cuisine will become even more prominent in 2025, blending traditional recipes with contemporary techniques and flavours. However, there will also be a resurgence of regionalism, with more casual dining establishments highlighting local ingredients and culinary traditions.

Restaurants might create rotating regional or international "feature" menus that offer a deep dive into a particular culture's food, from the street foods of Southeast Asia to the hometown flavours of South America. As consumers become more adventurous, there will be greater emphasis on authentic culinary experiences and cultural immersion.

“The demand for convenience will only continue to rise in 2025, but that doesn’t mean sacrificing quality.”

5 / Health-Conscious Offerings

Dining out won't just be about indulging, it will also be about nourishing your body. Health-conscious dining will continue to be a key consideration, but the focus will expand beyond low-calorie or diet-specific offerings. Expect to see menus emphasising functional foods – dishes rich in ingredients that offer health benefits like gut health, brain function, and immunity-boosting properties.

At the same time, chefs will experiment with innovative cooking techniques that enhance the nutritional value of foods while still keeping flavours bold and exciting. Adaptogens, superfoods and antioxidant-rich ingredients will continue to pop up, as will mocktails (non-alcoholic cocktails) made with ingredients designed to boost wellness.

6 / Interactive Dining Experiences

Casual dining will increasingly merge with entertainment, offering experiences that engage more than just your taste buds. In 2025, you might find interactive dining experiences where diners participate in the cooking process – think build-your-own pizza stations, DIY sushi bars, or even live cooking demonstrations – where you

can learn the secret techniques behind your favourite dishes.

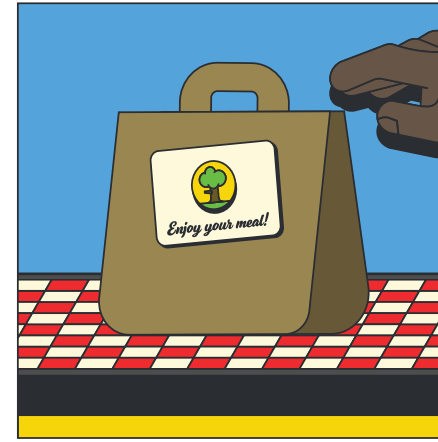


Interactive elements could extend to gamification, with restaurants offering loyalty programs that let diners earn points or rewards by playing mini-games or completing challenges while they eat. These experiences won't just make dining more fun – they'll foster a sense of community and connection, making meals feel less transactional and more memorable.

7 / Casual Dining Gets More Comfortable

The casual dining space will continue to shift towards an even more laid-back vibe in 2025. Customers no longer just want great food – they also want an environment that is cosy, inviting and conducive to relaxation. Expect to see more restaurants emphasising comfort through design: plush seating, ambient lighting, calming colour palettes, and a focus on creating a welcoming, low-stress atmosphere. There has also been a surge of using sustainable materials in the structure of a restaurant and in the interior design choices.

Casual dining spots will increasingly become a third space for socialising, working and relaxing, offering an alternative to home and office. With the hybrid work culture becoming more permanent, restaurants will provide environments where people can linger – whether it's for a business meeting, a casual hangout, or a creative brainstorming session. This means greater emphasis on comfortable, multifunctional spaces that cater to different needs throughout the day; with additional offerings of Wi-Fi, charging stations, and a comfortable atmosphere for those who want to work remotely while grabbing a bite to eat.



8 / Drive-Thru and Delivery Revolution

The demand for convenience will only continue to rise in 2025, but that doesn't mean sacrificing quality. Fast-casual and casual dining chains will revamp their drive-thru and delivery models, offering customers faster, higher-quality food to-go. We'll see better packaging, eco-friendly options, and more efficient delivery methods, whether through drones, autonomous vehicles, or robot-powered delivery services.

Drive-thru innovations will also allow for more customised and efficient ordering experiences with AI systems recognising regular customers and suggesting favourite dishes based on past behaviour.

Conclusion / Constantly Evolving for a Modern Consumer

As we look to 2025, the world of casual dining will continue to evolve to meet the needs and desires of a more tech-savvy, health-conscious, and socially-minded consumer. From personalised dining experiences to sustainable sourcing and interactive, communal spaces, the future of dining out promises to be more dynamic, engaging, and innovative than ever before.

By staying ahead of these trends, brands can better meet the demands of the modern diner while creating meaningful experiences that keep people coming back for more. Whether it's through technology, sustainability or new dining formats, the restaurant industry is poised for an exciting future.

“ Author thoughts...
The fact that sustainability is now expected, and not a trend any more can only be a good thing for all involved. More care, consideration and provenance... what's not to love? Tailoring experiences through tech is a positive in my view, as you have the potential to better manage your whole experience, plus the opportunity to open dialogue and tell these establishments what you may like to see.

More emphasis on health and wellness is a great thing too. Eating out shouldn't negatively affect your lifestyle in a physical or mental way; you should not have to lose out on experiences whilst worrying about what is in each dish.

It feels just as important though, that core values remain intact and offers are not just trend-led. Consistently serving up high standards of food and drink with passionate service remains integral to the success of the industry. Brands such as Wahaca, Wagamama, Nando's and Dishoom, to name just a few, lead the way by consistently delighting customers and staying relevant over the long term, adding to their offer with emerging trends.

I'm looking forward to seeing how these trends, and more, manifest themselves throughout the year. And what impact they have on us, the customer, as well as the industry as whole.”



Paul Pisani, Account Director

Talk to Paul about your new project...

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the Nibble

Tuck in to the latest industry highlights & insights.

Fortress acquisition of Loungers marks 'new chapter'

The US investment firm Fortress has acquired the café-bar and restaurant chain for £354.4m.

Following a back and forth due to shareholder pushback, Fortress has completed their acquisition of Loungers. The first offer for the chain was made in November for 310p per share, however large shareholders including Slater Investments and AXA Investment Managers were stated as being prepared to vote against the deal. The Times was told that these shareholders believed it was the "wrong time" to sell, however the increased offer from Fortress that followed was said to be more compelling for Loungers shareholders.

In January, Fortress increased their final offer to £354.4m at 325p per share, for shareholders to vote on the sale on 30th January, which saw 93.5% of shareholders voting in favour of the deal.

Loungers PLC, founded in 2002, currently operates 280 sites across the UK within its Lounge, Cosy Club and Brightside brands. Meanwhile, Fortress has previously invested in hospitality businesses including Majestic Wines and Peach Pubs & Co. As the new partnership begins, Loungers are said to be looking forward to accelerating its growth under the new ownership.



Hundreds of McDonald's workers join legal action over harassment allegations

McDonald's has been hit with allegations for discrimination, homophobia, and sexual harassment from over 700 employees, some as young as 19. Alleged sexual abuse and harassment was originally uncovered during a BBC investigation in 2023, resulting in the chain signing a legal agreement with the Equality and Human Rights Commission, however workers have continued to experience abuse.



tried and tested by us

Food Safari

SPITALFIELDS MARKET

Food Safaris are a great way to enjoy food and drink, with a group or on a solo date day. Take a tour on one of our recommended safaris around Spitalfields Market, London.

Chai Guys The vegan masala offers a calming warmth with hints of clove like Christmas.	Honi Poke Fresh alternative for avid foodies – create your own to tailor the flavour.	Players Social Try out a game of shuffleboard – challenging, yet enjoyable for all.	Kill the Cat Wonderful staff make you feel right at home in the craft beer bar.
Smokoloko A tantalising aroma of slow-cooked meats that attract a crowd everyday.	Ebby's A Turkish kitchen, where samples are available, effectively enticing you.	Humble Crumble The dessert does not fail to disappoint. Anyone for pudding? Simply devine!	Jenki Top-notch matcha, they take great care in each cup. Dive into the world of matcha!

9 Food & Drink News

Guinness was rationed in pubs across the Christmas period

The drinks owner, Diageo, managed allocation limits weekly to avoid panic buying, as extraordinary demand for the popular drink skyrocketed. The strain on supply was brought on after seeing the brand boom among young people and women.



Fun Foodie Fact!

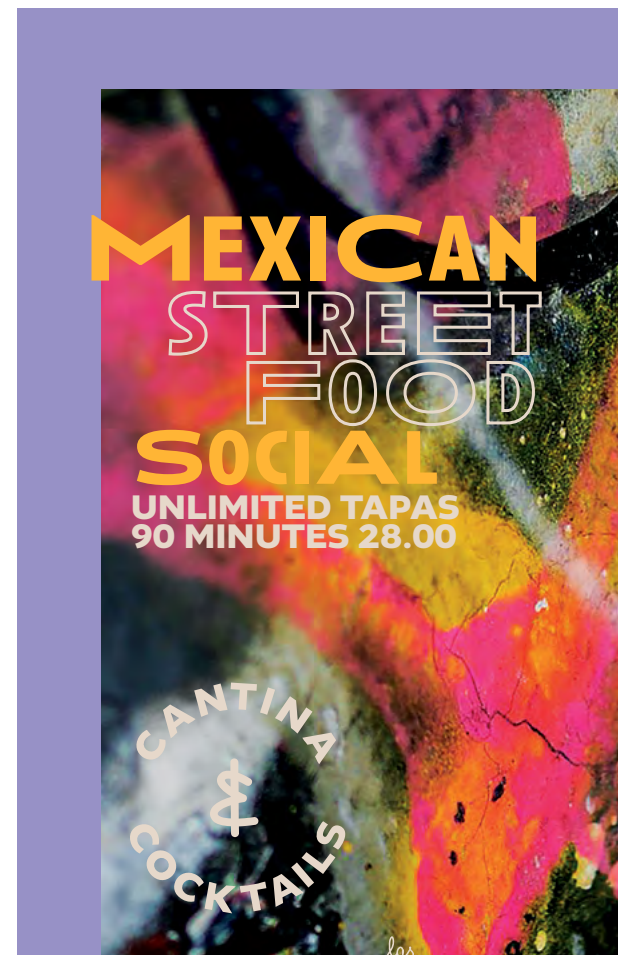
The wild mustard plant, Brassica Oleracea, originated in Eastern Mediterranean and has been cultivated over thousands of years to form Brussel sprouts, broccoli, cauliflower, kohlrabi & kale.



Get the Nibble in your inbox

Urbanising the CANTINA

Edgier styling, new menu
vibes, from cocktail clubs
to bottomless brunches.



Our Creative

Our new styling for a new menu approach. From cocktail clubs to bottomless brunches, 20+ different menu designs including artwork of the entire suite for Las Iguanas.

Serving dishes and drinks inspired by flavours from Mexico and across South America, we were asked to bring something different to the much-loved cantina & cocktails destination.

Collaborating closely with the Las Iguanas creative team, we focused on developing styling that was innovative and true to the brand's energetic spirit while also adding a new edge.

“Louder, more striking typography and textures reflected the urban energy and vibrancy Las Iguanas desired.”

Departing from the familiar tropical colour palette often associated with South American cuisine, we embraced a more urban, contemporary look. Including louder, more striking typography and textures reflected the urban energy and vibrancy of Las Iguanas.

Within the details of the menu template development, we created a tailored typographic approach to add clarity to the navigation and also inject a grungier personality. The previous menu prices were all tabbed away from the dish titles, making

the choosing experience more of a price comparison exercise. We incorporated all pricing into the dish and drink titles to make it less price-led and more about the flavour.

“A great project for both the design and artwork teams in our studio. All creative styling and concepts followed by artwork for 20+ different menus with price banding and content variants.”

Steve Humber, Managing Director



Team: Paolo Ventrone, Account Director
Steve Oakey, Creative Director
Trevor Frances, Senior Creative Artworker

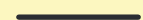


Tasty100

Brands 1-25 / Casual Dining

Food is seasonal and so are we. In each quarterly issue of the Tasty100, we'll be counting down our top 25 brands for each sector, so there's more for you to savour!

Our foodie creatives' votes are in... look for our Team Fav, Super Tasty and Creative Juices throughout the brands.



BIG MAMMA

Trattorias serving the most authentic Italian cuisine.

bigmammagroup.com

COQFIGHTER

Serving high quality fried chicken to London.

coqfighter.com

Blacklock

Championing the chophouse and all its traditions.

theblacklock.com

fuwa fuwa 

The UK's original Japanese soufflé pancakes.

fuwafuwa.co.uk



Bringing classic smash burgers from the States to London.

bunandsum.com

Giggling Squid

Bringing an informal buzz to Thai meals.

gigglingssquid.com



Experience the vibrance of Nikkei, Japanese-Peruvian cuisine.

chotto-matte.com



The world's first Nigerian tapas restaurant.

chukuslondon.co.uk



HOKO

An experience of nostalgic memories from Hong Kong.

hokolondon.co

inamo

Serving Asian food with fully interactive, playful tables.

inamo-restaurant.com

KIBOU



A day-to-night restaurant-bar mirroring the melting pot of Japan.

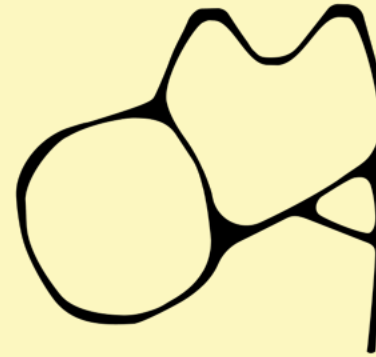
kibou.co.uk



LOUNGES

Relaxed and homely café bars.

thelounges.co.uk



A restaurant inspired by the simplicity and serenity of Greece.

oma.london

DISHOOM Permit Room

An all-day bar café brought to you by Dishoom.

permitroom.co.uk

MANNA



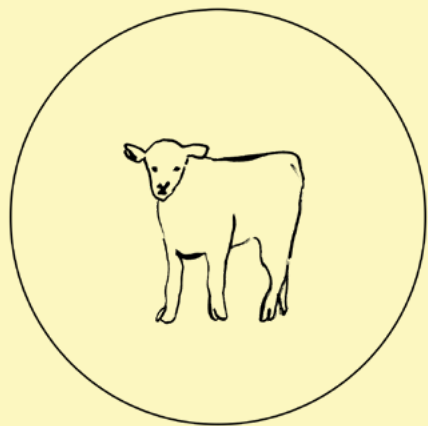
Smash burgers inspired by the diner culture of the States.

mannaburgers.co.uk

PIZZA PILGRIMS

Slow-proved Neapolitan pizzas for the best crust.

pizzapilgrims.co.uk



A modern Korean kitchen inspired by home.

[instagram.com/miga.restaurant](https://www.instagram.com/miga.restaurant)

NOCI

Serving fresh silken-pasta and Sicilian street food snacks.

nocirestaurant.co.uk



Upgraded poké created by Michelin-starred chef Richard Galli.

pokebear.co.uk

ROSA'S THAI

The vibrant flavour of Thailand in a cosy, comfortable surroundings.

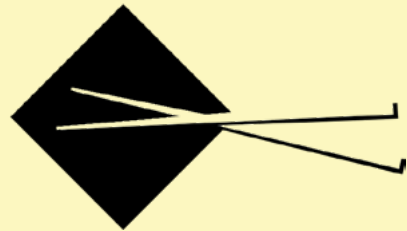
rosasthai.com

SIX *by* NICO



An always-changing six course menu inspired by themes, concepts or locations.

sixbynico.co.uk



Fresh, high-quality sushi with a combination of the classic and the creative.

sticksnsushi.com

VAPIANO

Laid-back Italian restaurant serving fresh, handmade dishes.

uk.vapiano.com

wagamama

A celebration of Asian food in a casual setting.

wagamama.com



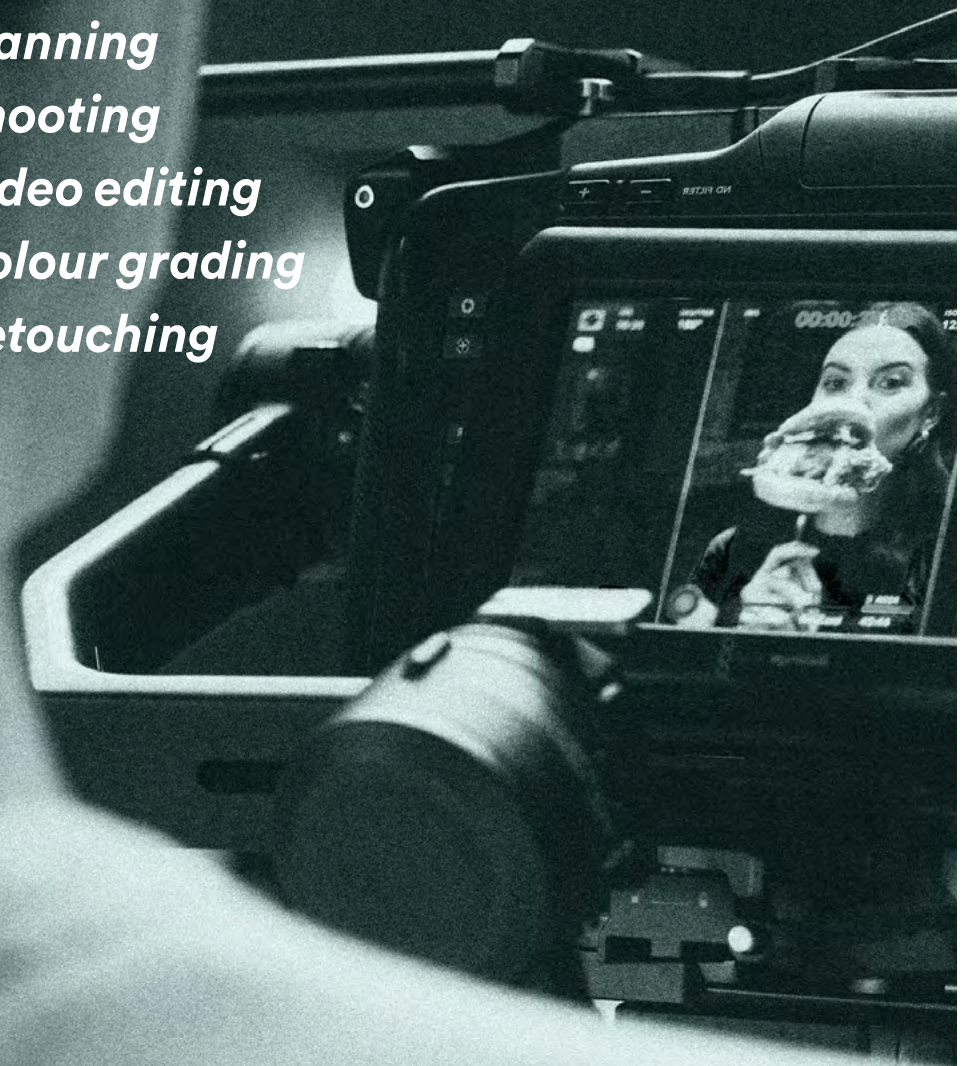
Bringing people together around tables, for pancakes all day long.

wherethepancakesare.com

PHOTO & VIDEO



Planning
Shooting
Video editing
Colour grading
Retouching



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eatwithyoureyes.co.uk



A coffee date with the Studio



Account manager Chloe George asks Jackie Maddocks, our senior designer about casual dining & food!

Q1 / Can you share a bit about your journey as designer, and how your passion for food has influenced your design career?

My experience of working on anything foodie started back in 2014. I began by creating a vegan café brand and seasonal campaigns for in-store café's including Tesco and Giraffe. This continued as I worked on Vimto iced drinks branding, in-flight food packaging for SkyChefs and live illustrations on a chicken shop wall! It was at this point in my journey where I started to gain skills in art direction and food styling too.

Those years were definitely where the passion began – as it's exciting and always fresh – a new foodie trend will come along (just like avocados did!). Since then I've tried to steer my career to work with food clients, and agencies, and to try new foods of course!

Q2 / When designing menus for casual dining brands, how do you balance creativity and practicality?

Designing a menu is a skill that blends these two things together. It's about considering the physical mechanics of how the menu will function, ensuring it's visually appealing to the customer, and making sure it's legible – sometimes in dimly lit environments. With years of industry experience, some of this becomes second nature, leaving room for creativity in the overall styling.

I really enjoy creating menus because there's a sense of accomplishment in adding creative flair within a structured format. Arranging the dishes to be just right feels like solving a puzzle – ensuring both consistency and clarity.

Q3 / How do you think design influences a customer's dining experience?

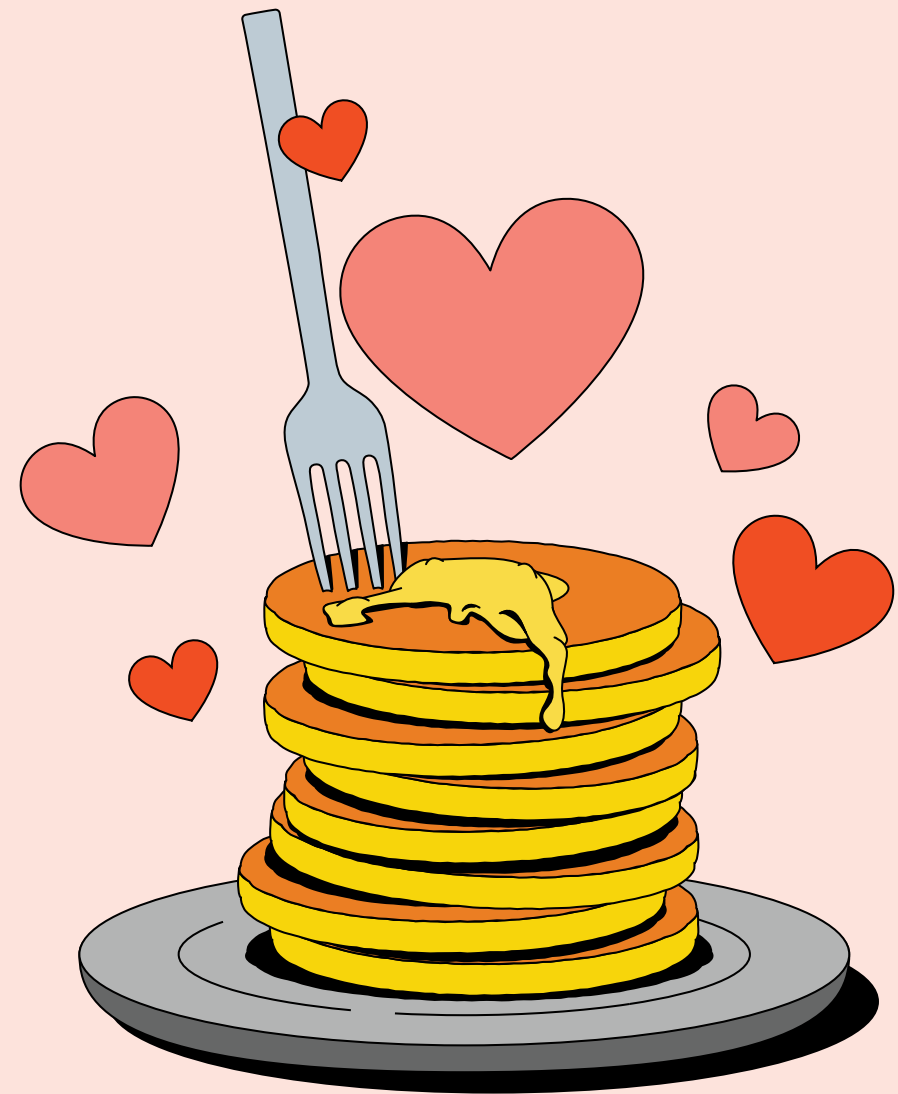
Design in an environment, like approaching a restaurant or when you're inside, can help to excite the senses just as sounds or smells do. If positioned correctly, posters, menus, etc; can definitely grab attention and influence our decisions. It should make ordering and gathering information much easier. If you have a cocktail or a hero dish that you want to increase sales on – then that's when you require a team of strategic designers (wink!).

Q4 / How do trends in casual dining affect your design choices and process?

As a designer you always need to be informed and mindful as to what's going on in any industry you work with – to ensure you can be creative and target the right consumers. In the food & drink world things can change very quickly, so having your eyes on social, head in the news and going out in the wild trying new things is crucial!

Q5 / What one dish could you eat every day, for the rest of your life?

This sounds super boring, but probably Cottage Pie... I find it comforting and it reminds me of growing up!



“Owww that smells delicious! Get me in a seat so I can order, right now!”

Q6 / Can you tell us about a particular project or brand that stands out as one of your favourites and why?

When I was freelancing a few years back I had an enquiry from a local apiarist – looking to launch a range of honey gins. I was so excited, as what a great opportunity! We worked on branding, bottle labels, website and advertising together. I particularly enjoyed getting creative and supporting an aspirational brand run by a wonderfully humble family.

Q7 / Lastly, what Tasty100 brands in this issue are top of your list?

Big Mamma Group – big fan! When I walked into Gloria's I thought... 'Owww that smells delicious! Get me in a seat so I can order, right now!' Also, I really want to try Where The Pancakes Are being a dessert lover!

Headline - 70pt, Bold.

Our design services

Sub heading - 30pt, Bold Italic.

***Insight
Strategy
Activation
Specialisms
Digital***

Copy headings - 10pt, Bold Italic. Body copy - 8pt, Book.

Insight & research

Market research
Competitor benchmarking
Customer research and insight
Client brand analysis
Creativity and innovation

Brand strategy

Brand positioning
Brand naming and registering
Logo creation / development
Brand tone of voice
Brand launch
Brand guidelines

Brand activation

Artworking and production
Site auditing
Signage installation
Point of sale systems
Counter menu systems

Specialisms

Branding
New concept development
Foodservice tenders
Packaging design
In-store POS
Exhibitions and events
F&B photography and filming

Digital

Animated digital menu screens
Social media content and management
UI strategy and digital design
Brand video/ showreel creation
Animation and animated digital presentations
Content copy for blogs and CRM

For food retail environments we partner with award winning interior design agency Tanner.

Footer



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