

Cater for Families In Restaurants



Families are an important customer base for many restaurants: in a recent Eating Out survey, almost 1 in 5 bookings (18%) are made depending on whether the restaurant is family friendly or not.

For parents, visiting a restaurant with children can be tough work and daunting but you can help by better understanding family diners and making their offering as child-friendly as possible.

Try these handy hints:

1

Access & Facilities

- Families with younger children will generally have push-chairs which can be bulky items. Make sure there is enough space to get pushchairs around tables and if possible have somewhere to store them.
- Have a high chair on offer for babies allowing parents to feed easily.

2

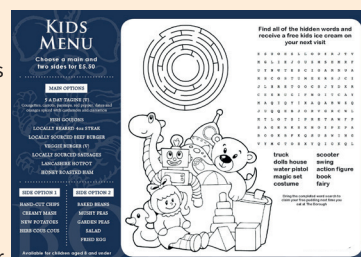
Offer a Children's Menu

- Children do not always like the same food as adults, especially if it is spicy! Try offering milder / plainer versions of popular dishes in a child friendly serving.

3

Happy Child = Happy Parents

- Entertaining and distracting children can be a great help for parents allowing them to relax and enjoy their meal. This benefits you because the parent may order another dish or round of drinks, and, it also means less chance of disturbing other customers.



- Offering colouring-in or kids game sheets with pencils/pens helps to keep children occupied.

