



Consumer Research Findings

TRSA[®]**100+**
est. 1912

Diners' Priorities

Cleanliness and professionalism of waitstaff are essential:

Descriptor	% Selected as Absolutely Essential / Very Important
Cleanliness of the table	93%
High quality food	90%
Good value for the price	85%
Attentive, detail-oriented wait staff	82%
Wait staff look and act professional	81%
Having an enjoyable ambiance	78%
Diverse menu with many options	63%

Diners believe **restaurants with linens** deliver on the descriptors that matter to them:

- > Cleanliness of the table (91%)
- > Attentive, detail-oriented wait staff (88%)
- > Wait staff look and act professional (89%)
- > Having an enjoyable experience (86%)
- > Diverse menu with many options (70%)
- > Good value for the price (60%)
- > High quality food (55%)

% agree that restaurants with linens deliver on the descriptor

Benefits of Cloth

Restaurant linens evoke luxury and professionalism

Benefits of cloth napkins, tablecloths, uniforms	% selected as a top-three benefit
Dining experience feels high-end/high quality	41%
The restaurant seems more professional	34%
Restaurant shows a clear sense of pride in their appearance and work	30%
More hygienic/cleaner experience	28%

~~\$~~10 more