

Food Service Survey Results

Hanover Seaside Club

Purpose of the survey

- The purpose of the Food Service Survey is to collect information about:
 - Frequency of members' use of the Club
 - Satisfaction with the current dining-room menu selections
 - Interest in new menu selections and dining-room events
 - Input regarding whether the dining room should financially sustain itself

Key Takeaways

- 316 responses submitted/678 “clicks” on the survey
- Demographics: 75% of respondents are over 50 years old
- Dining-room usage
 - 70% consider the dining room service important
 - 60% are likely to eat in the dining room when not staying upstairs
 - For those not likely to eat in the dining room, the primary reasons were: live out of town (26), better local restaurants/poor food quality (25), unappealing menu (20), inconvenient location/time (18)
 - 42% have eaten breakfast
 - 77% were overall satisfied or very satisfied with breakfast
 - 89% have eaten dinner
 - 51 % were overall satisfied or very satisfied with dinner entrees and sides
 - 78% were overall satisfied or very satisfied with the side salad
 - 57% were overall satisfied or very satisfied with dessert

Key Takeaways continued

- 154 comments in response to, “What would you change about the food offered?”
 - 60- Higher QUALITY: especially meats, more fresh and fewer pre-made dishes – not frozen or canned
 - 40 - HEALTHIER food choices: less fried food, no pork/bacon seasonings, less salt
 - 34 More VARIETY: meat/vegetarian main dish options, vegetables, salad bar items, and desserts
- Around 80% found the 2024 weekday menus “appealing”; the 193 comments from those who didn’t echoed a similar theme as the comments above, with a focus on: fresh, healthier, lighter, fewer carbs, better recipes, too much chicken
- 170 comments in response to, “What could the club do to make dinner more appealing so that you would eat in the dining room more often?”
 - 40 - Improved QUALITY: FRESH ingredients, recipes from scratch
 - 40 - More dish options: Vegetables (grilled), fish, fruit, expanded salad options, soups, baked potato, and expanded menu for children
 - An *additional* 17 – Focused on HEALTHIER options
 - 26 - More VARIETY on the menu: burgers, pork chops, steak, pot roast, salmon, PRIME RIB, lasagna, more seafood, Italian, e.g., chicken marsala

Next steps

- August: Publish survey results (MS Word document) to membership on Club website
- October – November: Host menu “tastings” and conduct focus groups with those who indicated they were interested on the survey.
- December – January: Evaluate menu-breadth options and food preferences for economic viability
 - For example, is it possible to offer a broader menu selections given the Club’s kitchen facility?
- February: propose menus for 2025 season