



FOR IMMEDIATE RELEASE
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Thousands Dine Out for Thanksgiving in Michigan

LANSING, MI –Thanksgiving is a scant two weeks away, and if you're not one for working over the stove for days preparing a 25-pound turkey with all the trimmings, there's still hope for you and your family. Take off your apron, turn off the stove, and take the easy way out with a cornucopia of locations offering fully prepared Thanksgiving meals. The Michigan Restaurant Association (MRA) estimates that more than 14,000 Michiganders enlist the help of restaurants for their Thanksgiving feast by dining out or using takeout.

"Research shows that many of today's consumers will leverage the convenience of restaurant meals for Thanksgiving holiday, allowing them more time to spend with friends and family rather than cooking and cleaning up," said Justin Winslow, CEO and President of the Michigan Restaurant Association. "In addition, more consumers will visit restaurants during post-Thanksgiving shopping trips, providing a boost to restaurants located in or near shopping centers."

The National Restaurant Association (NRA) consumer survey found that 15 million Americans plan to visit a restaurant for a Thanksgiving meal this year, while an additional 14 million plan to order parts of their Thanksgiving meal from a restaurant to be eaten at their home or someone else's home, and 4 million plan to order a full takeout Thanksgiving meal from a restaurant.

The survey also asked consumers whether they plan to visit a restaurant while shopping on Thanksgiving or Black Friday. Of the respondents who said they plan to go out shopping on Thanksgiving Day or evening this year, 39 percent said they expect that they will visit a restaurant while doing so. Of the respondents who said they plan to go out shopping on Black Friday, 60 percent said they expect that they will visit a restaurant. Overall, 46 million shoppers are expected to dine out on Nov. 24 and 25 this year.

The survey of 1,004 American adults was conducted by ORC International on behalf of the National Restaurant Association, and asked respondents about their dining plans for the Thanksgiving holiday weekend. Projections for the number of Americans who will visit restaurants or order takeout are based on economic analysis and original NRA research.

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Michigan Restaurant Association (MRA) is the recognized leader of Michigan's hospitality industry, providing essential services to the foodservice community. Founded in 1921, the MRA represents approximately 4,500 Michigan foodservice establishments. The industry plays an integral role in Michigan's economy, employing more than 421,500 people and generating \$15.4 billion in annual sales.

