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American chain restaurants had a tough year and 2019 looks worse

美国连锁餐饮业经历了艰难的一年, 而 2019 年也许会更糟

After facing **stagnant** sales and **weak** customer traffic in 2018, U.S. restaurants will encounter more **headwinds** next year, including rising food and wage costs, that may **stall** profit and hinder efforts to **jump-start** growth.

在经历 2018 年疲软的销售额和低迷的客流量之后, 美国餐饮业在明年将会遭遇更多的挑战, 其中就包括正在上涨的食材和工资成本。这些挑战可能会压低利润, 并对促进增长的尝试带来负面影响。

Even the industry **stalwarts** are dealing with such issues in a fiercely **competitive** and increasingly crowded field. Starbucks Corp. is **shuttering** some U.S. locations amid **over-saturation** worries. McDonald's Corp., the world's largest restaurant company, has been **tweaking** its **value offering** to stay relevant in the price wars and expanding delivery with Uber Eats to **spur** sales.

即便是行业里的佼佼者, 身在这个竞争极为激烈并趋向饱和的领域, 也正面临同样的问题。星

巴克公司由于担心门店过度密集，正在关停在美国的部分网点。麦当劳公司——全球最大的餐饮公司——最近一直在改良它的低价菜单，以便在价格战中保持竞争力，同时还在联手优步 Eats 拓展外卖业务来促进销售额的增长。

It wasn't all **doom and gloom** this year. Amid a stock market rout, restaurant stocks **fared** better than the broader market, bolstered by a couple of standouts like Domino's Pizza Inc. and Chipotle Mexican Grill Inc..

今年也并不是一片萧条。在美国股市普遍大跌的局势下，餐饮业的股票跑赢了大盘，其中达美乐比萨公司和 Chipotle 墨西哥烧烤公司等“明星股票”起到了支撑性作用。

Here's a look at issues—both obstacles and opportunities—facing the restaurant industry in 2019.

以下是餐饮业在 2019 年将会面临的课题——挑战和机遇并存。

- Delivery
- 外卖

Americans are demanding delivery, and it's forcing big chains to **get into the game**. That can mean costly **technology investments**. Revenue from orders through third parties is often shared, making it more difficult to **turn a profit on** digital customers.

美国人对外卖服务有普遍的需求，这种趋势正在促使大型连锁品牌入局外卖业务。这可能意味着技术上的大量投入。来自第三方平台订单的收入，往往涉及分成，使得餐厅在互联网顾客身上的盈利空间更小。

- Customer Data
- 用户数据

Delivery, especially from third parties like Uber Eats and GrubHub Inc., is creating a massive log of diner data. More data means chains can carefully **curate** ads to lure customers back. The information may also lead to better menus as restaurants **tailor** their food according to “real-time shifts in eating patterns,” said RBC Capital Markets analyst David Palmer.

外卖业务——尤其是通过优步 Eats 和 GrubHub 公司等第三方平台产生的业务——正在积累海量的就餐者数据。数据增多，意味着连锁品牌可以通过精选广告来吸引顾客再次光临。这些数据也会帮助餐厅根据“饮食趋势的实时变化”来定制餐点，带来更好的菜单，加拿大皇家银行资本市场部门的分析师大卫·帕尔默如是说。

——文章来源 / 华盛顿邮报

重点词汇

stagnant/'stægnənt/

adj. 停滞的；不景气的

traffic/'træfɪk/

n. 交通；人流量

- Traffic is heavy today.
- poor/low customer traffic

headwind/'hedwɪnd/

n. 逆风，顶头风

- headwinds = challenges

stall/stɔ:l/

v. 熄火；使...熄火；（引申）压低

- The car stalled.
- I stalled the car by accident.
- stall profit = decrease/lower profit

jump-start/'dʒʌmp stɑ:rt/

v. 借电发动（汽车）；推动，促进

- to jump-start the economy
- to jump-start the peace process

stalwart/'stɔ:lwɜ:t/

n. 忠实分子；佼佼者

competitive/kəm'petətɪv/

adj. 竞争的；竞争激烈的

- The College Entrance Exam is highly competitive.

shutter/'ʃʌtər/

v. 关闭，关停

over-saturation/'oʊvər ,sætʃə'reɪʃn/

n. 过度饱和

- Starbucks is trying to prevent the over-saturation of its stores.

tweak/twi:k/

v. 略微改进, 对...作微调

value offering

高性价比的商品; (麦当劳的) 低价菜单

- These shoes are a great value at 100 yuan.

spur/spɜ:r/

v. 促进, 刺激

- = jump-start

doom and gloom

无望, 前景不妙

fare/fer/

v. 表现; 过得

- Farewell to you.

get into the game

入行; 入局

- = get involved in sth.
- game = business

turn a profit on

在...上盈利

curate/kjʊ'reɪt/

v. 精选

- curated news

tailor/'teɪlər/

v. 量身打造; 按需定制

- apps that are tailored for tablet screens