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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。

**stagnant** /'stægnənt/ : adj. 不景气的

**weak customer traffic**: 低迷的客流量

**encounter** : v. 遭遇

**headwinds** : n. 逆风，挑战

**wage cost** : 工资成本

**stall profit**: 压低利润

- stall: v. 熄火

**hinder** /'hɪndə/ **efforts to**: 妨碍对...的努力

**jump-start**: v. 启动, 发起

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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。

**stalwart**: n. 忠实分子; 佼佼者

**fiercely competitive**: 竞争极激烈的

- fiercely: adv. 极其激烈地

**shutter**: v. 关闭

**amid** /ə'mɪd/: prep. 在...大背景下

**over-saturation**: 过饱和

Corp.: corporation, 公司

**tweak**: v. 做微调

- to make a few tweaks to the script: 对稿子作几处修改

**value offering**: 高性价比的

**stay relevant**: 保持与...相关, 保持竞争力

**expanding delivery**: 拓展外卖服务

**spur** /spɜːr/: v. 促进, 刺激

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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。

**doom and gloom**: 无望, 前景不妙

**amid a stock market rout**: 在（美国）股市普遍大跌的局势下

- **rout** /raʊt/: n. 彻底失败

- to put sb to rout: 彻底打垮某人

**fare** /fer/: v. 表现；过得

- how did you fare? 你过得如何？

**bolster** /'boulstər/: v. 鼓舞

- to bolster sb's ego: 增强某人的自尊心

**a couple of standouts**: 几个杰出的（公司）

- standout: n. 佼佼者

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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。

**issue** /'ɪʃu/: 问题，课题

**both obstacles and opportunities**: 挑战与机遇并存

- **obstacle**: n. 障碍

- to clear/overcome an obstacle: 清除/逾越障碍

- to place or put an obstacle in sb's way: 妨碍某人前进

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- **Delivery**

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.

外卖

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。

**be demanding sth.** 对某事有需求

**force sb. to do**: 要求某人做

**costly technology investment**: 技术上的投资

- investment: n. 投资

**revenue** /'rɛvə, n(j)u/: n. 收入

- the source of revenue 收入来源

**turn a profit**: 盈利

**digital customers**: 数字化客户, 互联网客户

- digital: adj. 数字的

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#### - Customer Data

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.

用户数据

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。

**massive**: adj. 大量的

**log**: n. 电脑、手机的缓存记录

**chains**: 连锁品牌

**curate** /kjʊ'reɪt/: v. 精选

**lure**: v. 吸引, 诱惑

- to lure sb into doing sth: 引诱某人做某事

- to lure sb into a trap: 把某人骗入圈套

**menus**: 菜单

**tailor** /'teɪlə/ v. 定制 (tailored adj. 定制的); n. 裁缝

- to tailor sth for sb/sth: 为某人/某事物定制某物

- a tailored jacket: 定做的夹克衫

**pattern**: n. 模式

- a wavy/stripy pattern: 波浪线/条纹图案

**real-time shifts in eating patterns**: 饮食趋势的实时变化

**analyst**: 分析员

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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.

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...

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

#### Delivery

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.

#### Customer Data

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.