

## American chain restaurants had a tough year and 2019 looks worse

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.

stagnant 停滞不前的

headwind 逆风

stall 停止; 熄火

customer traffic 客流量

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.

stalwart 佼佼者; 坚定的

amid 在其中

over-saturation 过饱和

tweak 扭; 微调

spur 激励; 鼓励

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

doom and gloom 凄惨

rout 溃败

bolster 支持; 支撑

standout 杰出者

grill 烤肉

fare 营生; 遭遇; 旅行

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.

third parties 第三方

#### - 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.

lure 诱惑

tailor 修改