

PRESS RELEASES

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Ecolab "Why Clean Matters" Coast-to-Coast Tour Highlights the Importance of Restaurant Cleanliness

New Study Shows Cleanliness Matters Most to Restaurant Customers

ST. PAUL, Minn.--(BUSINESS WIRE)-- New research from Technomic, a leading foodservice research firm, shows that diners in many U.S. cities consider restaurant cleanliness to be more important than the quality of the food*. According to Technomic's survey of 12,295 consumers throughout the U.S., the cleanliness of restaurant interiors, as well as dishes, glasses and silverware, was consistently ranked as having the highest importance when choosing a restaurant.

To highlight the importance of restaurant cleanliness, Ecolab is taking its "Why Clean Matters" campaign on a coast-to-coast tour. Through November 17, 2011, the "Why Clean Matters" tour will visit select cities and meet with restaurant operators to highlight the importance of restaurant cleanliness and demonstrate the latest technology to help ensure consumers are pleased with their dining experience. An Ecolab trailer will showcase Ecolab's award-winning line of cleaning innovations, including the Apex™ Conveyor Dishmachine and Ecolab Cleaning Caddy, at each tour stop.

Key insights from the Technomic study include:

- Diners in Chicago ranked the quality of food as their number-one concern when choosing a restaurant, with the cleanliness of their dishware, silverware and glassware second and the cleanliness of a restaurant's interior third.
- Denver respondents ranked the cleanliness of a restaurant's dishware, silverware and glassware as important as the taste and quality of food.
- For New Yorkers, the taste and quality of food and the cleanliness of a restaurant's kitchen area tied as top concerns.
- San Francisco respondents ranked the cleanliness of a restaurant's interior as their primary concern, with the quality of the food second.
- Diners in Washington, D.C., ranked the cleanliness of their silverware, dishes and glasses as most important, above food taste and quality.

Restaurateurs across the country can learn what people value most in their dining experience at www.WhyCleanMatters.com/coast-to-coast, which includes an interactive map showing city-specific results of the survey.

"Understanding and anticipating consumer preferences is vital to our customers' success," said Nicolas Granucci, vice president, Foodservice Marketing at Ecolab.

"Cleanliness is very important to restaurant guests across the U.S., and it is our mission to provide restaurant operators the products, services and know-how they need to give guests the clean experience they expect."

To view videos of chefs expressing Why Clean Matters to their restaurants or to learn more about Technomic's research, visit www.WhyCleanMatters.com.

With sales of \$6 billion and more than 26,000 associates, Ecolab Inc. (NYSE: ECL) is the global leader in cleaning, sanitizing, food safety and infection prevention products and services. Ecolab delivers comprehensive programs and services to foodservice, food and beverage processing, healthcare, and hospitality markets in more than 160 countries. More news and information is available at www.ecolab.com.

*The complete Technomic Inc. Consumer Restaurant Brand Metrics Survey is available for purchase at <http://www.technomic.com/>.

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