Supplementary information for “An investigation of consumers’ use of ‘dessert-only’ food retail outlets; A mixed-methods study”

Table 1. Participant quotes supporting the interconnections/ links between themes and sub-themes shown in Figure 1.

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| **Link between themes/ sub-themes** | **Supporting quote** |
| Visiting with children & Visits as treats | “My children’s choice for a treat” |
| Taste & price | “Because the desserts taste amazing and they are worth your money more than in a restaurant” |
| Portion size & visits as a treat | “I enjoy having a dessert as a treat and dessert only restaurants usually have a bigger portion size than a dessert from a normal restaurant” |
| Social media & novelty | “As social media expands, a new and trendy restaurant is easily known about, especially if there isn’t anything similar” |
| Visits as treats & novelty | “It’s a nice treat once in a while, also somewhere different to visit for a change” |
| Variety/choice & visits as treats | “Sometimes it’s nice to get a lot of choice and overindulge for special occasions” |
| Novelty & Portion-size | “Something different compared to other restaurants I enjoy dessert food as the deserts are usually larger than regular restaurants” |