

Name _____

What is a Combo Meal, and Why Do People Order Them?

Short Answer Key

1. The convenience factor associated with ordering combo meals lies in the fact that they simplify the ordering process by providing a pre-selected combination of food items that are known to complement each other. This eliminates the need to make multiple decisions and allows customers to quickly place their order.
2. Combo meals typically offer cost savings to customers because combining items into a single meal often results in a lower overall price compared to purchasing each item separately. Customers enjoy the feeling of getting a better deal by opting for combo meals.
3. The customization options available for combo meals at fast food restaurants allow customers to choose between different main dishes, sides, and drink options to tailor the combo to their preferences. This provides some degree of personalization while still enjoying the convenience of a combo meal.
4. Combo meals contribute to portion control by including a balanced meal in one package. This encourages individuals to consume a variety of food items in appropriate portions, helping them manage their portion sizes and calorie intake while dining out.
5. An example of a promotion related to combo meals is the "Combo of the Month" offered by XYZ Fast Food. This promotion includes a unique combination of menu items at a discounted price, creating a sense of urgency and enticing customers to try new menu items. This can lead people to explore different flavors while saving money.

