

## [USA Today: Value meal wars continue in 2025](#)

February 1, 2025



[Chris Hydock](#), assistant professor of marketing, was interviewed by [USA Today](#) for a story about the growth of "value meals" at quick-service restaurants.

"Consumers are continuing to feel the sting of inflation and so more than half of Americans are eating out less than they used to," Christopher Hydock, a professor at Tulane University's School of Business, who specializes in consumer experience and retail pricing, told USA TODAY.

To read the story in its entirety, visit [usatoday.com](#):

<https://www.usatoday.com/story/money/food/2025/02/01/value-meals-deals-mcdonalds-taco-bell-burger-king-wendys/77946307007/>