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/