

## American Fast Food Restaurants

As a staple of life our need to eat has developed from a basic form of simply feeding our bodies with the fuel it requires, to a complicated art of presentation and taste combined with our intrinsic need to experiment with everything we see, touch, smell and of course taste.

The ever-increasing divergence of foods that is now available to us at our local stores and eating-places only help to confuse and tantalize us into new culinary experiments and delights.

From the sandwich shop to the award winning restaurants, we can always find a place that prepares and sells the food we want at a reasonable price, although cooking or preparing food for ourselves may be a cheaper or healthier option it never seems to taste the same as our local restaurant. Most people that have cooked their own versions and varieties of local, Chinese, Indian or other international cuisine believes it does not have the same taste or texture and will often opt for a more authentic meal from their local restaurant or take away.

Cooking at home has become less of a choice and more of a chore. With the large amount of ready meals available, the option of spending time in the kitchen becomes less and less appealing. People are spending more of their time and money in the world of fast foods and restaurants. Although some believe this to be a bad thing it has fuelled a new market in available meals that are only a phone call away. As long as the health and hygiene departments vet these establishments and our choices are varied, of good quality and healthy their use can be a good alternative to cooking our own meals.

With the onset of fast foods and the quick cook and ready cooked meals available along with the ever increasing choice of world cuisine, the enjoyment of these different foods have opened new options to the consumer within the food market.

In today's busy world where leisure time has become more and more important, the less time spent working and preparing to eat allows us more available time for our pursuit of our leisure activities.

People who do not have the ability, time or will to cook at home now only have to pick up the phone book or click on the Internet in order to find their local restaurant or fast food retailer that will be more than happy to deliver the freshly prepared hot food ready to eat straight to their door with minimum fuss.

Although the fast food retailers compete with each other fiercely, using their special offers and cheaper and healthier alternatives to entice us to their premises, the main stay of traditional restaurants still hold an important part in our lives.

Even though these places are vastly out numbered by the fast food industry, we still enjoy sitting down in the nice comfortable and pleasant surroundings of a restaurant and dining on good quality food at a leisurely pace, leaving behind the hustle and bustle of daily life and the fast food rush.

Traditional restaurants will always offer us that pleasant alternative to eating at home, ordering take out from our local fast food dispenser or visiting their drive through or small busy café style restaurants. Not forgetting those special occasions or romantic rendezvous, these still command the need for that quiet stylish quality restaurant where we know that the food wine and service will always be excellent and the experience wonderful and charming.

## About the Author

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