77% of U.S. consumers notice the way a table is set when visiting a restaurant. U.S. consumers who said they preferred cloth napkins reported paying 64% more for an entrée than those who preferred paper napkins.

88% of U.S. consumers associate tables set with cloth with better service.

82% of U.S. consumers associate tables set with cloth with a better restaurant appearance and ambiance.

84% of U.S. consumers associate tables set with cloth with being environmentally friendly.

75% of U.S. consumers associate tables set with cloth with better food quality.

The average U.S. consumer uses 3 paper napkins per meal compared to 1 cloth napkin.