



DISRUPTION! TODAY'S FOOD & NUTRITION TRENDS – WHAT YOU NEED TO KNOW

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DISCLOSURES

- Principal, Christine Palumbo Nutrition (A nutrition communications practice)
- Columnist, New York Family
- No known conflicts of interest

GENERATIONS MAKING WAVES



MILLENNIALS

Born 1981 – 1996
(Pew Research
Center)

Eclipsed Boomers as
the largest
generation in 2016

Food marketers
salivating at
thought of winning
them over



GEN Z

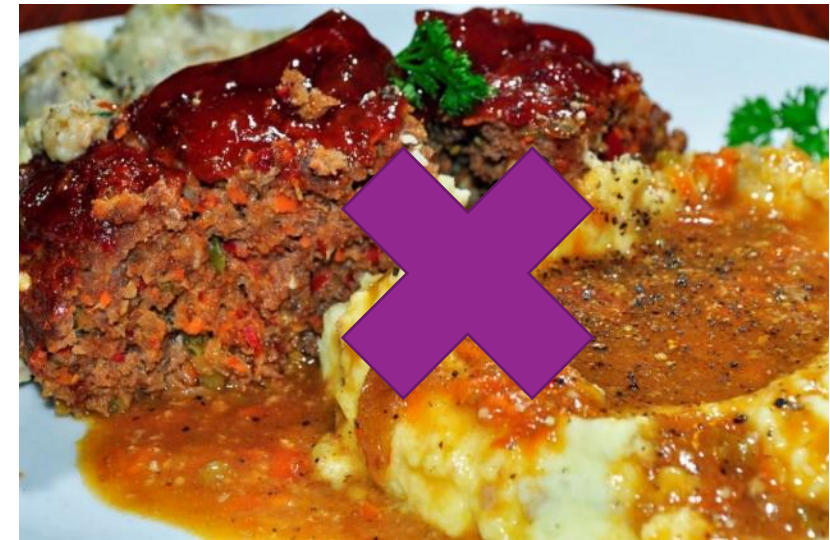
Born ~1997 to 2012
(Pew Research
Center)

First generation to
completely grow up
in the digital age ⇒
“Live” online

Most ethnically
diverse age group:
~50% non-white

DEEP DIVE INTO MILLENNIAL GENERATION

- Changing the food and nutrition landscape
- Nearly half their food spending (47%) devoted to eating out. (Media Post)
- Moms still aspire to feed their family around the table. When they do, they're no longer serving meatloaf and mashed potatoes.
- It's all about being together: "Bonding" around dinner table.



MILLENNIALS' GROCERY SHOPPING HABITS

Expect healthy, convenient and **indulgent** foods

Share shopping responsibility between genders

Use of technology

Apps and recipes accessed while shopping

Label readers

65% look on the product label vs. 59% for all generations

Brand story behind the products (authenticity, origin, certification)



MILLENNIALS...

Love snacking

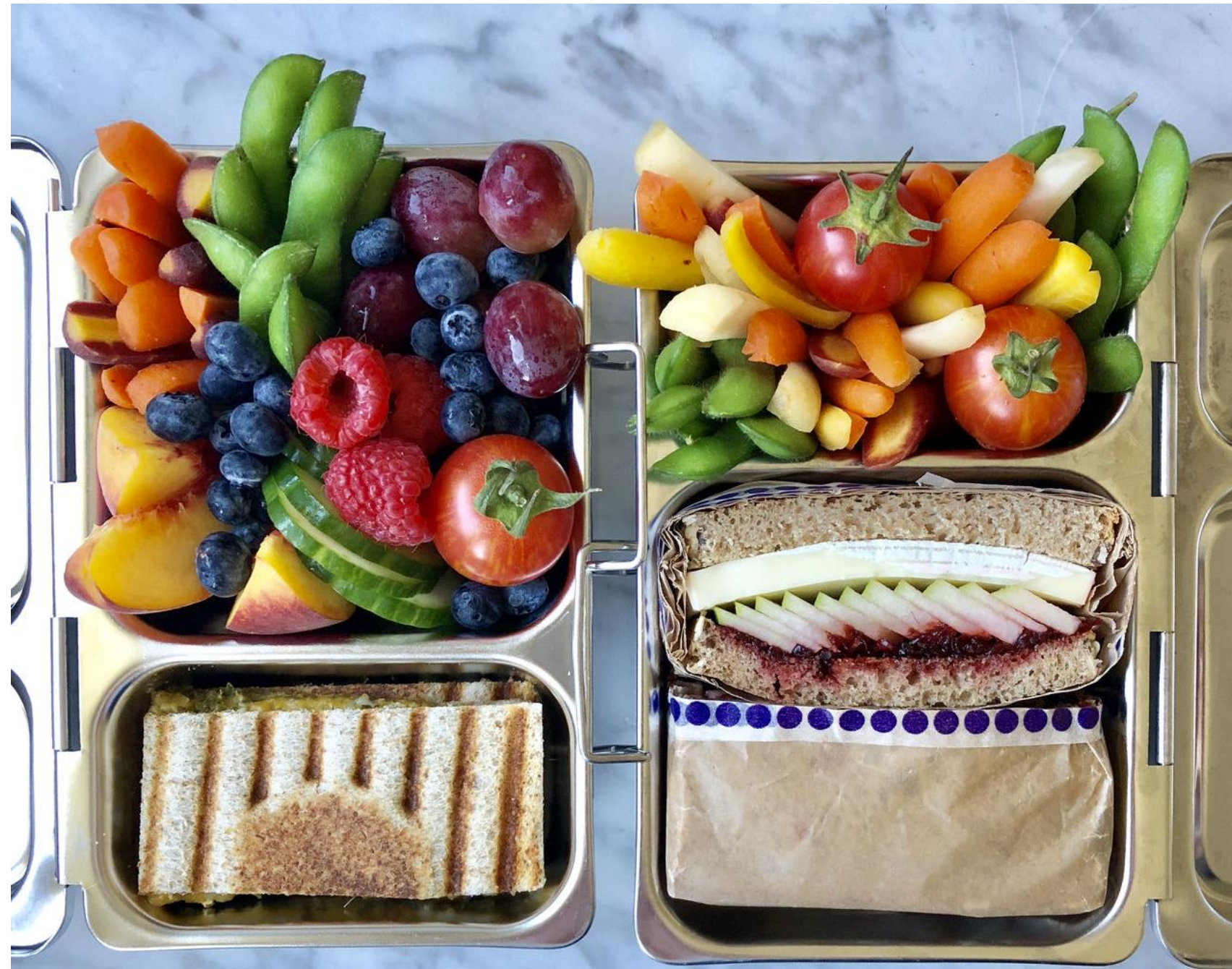
- **91%** of Millennial consumers snack many times throughout the day.
- About half say they can't get through the day without snacking.

Interest in ethnic and evolved flavor combinations

Welcome help in the kitchen

- Either time-challenged or need new ideas when it comes to cooking.
- Lack kitchen confidence





THE INSTA EFFECT

Lettuce and love notes:
The competitive school
lunches

GEN Z: A FEW HEADLINES

Ready, Set, Strive – Gen Z Is Coming

Gen Z is Set to Outnumber Millennials Within a Year

Enter Gen Z: The New Disrupters of Food Culture

Gen Z Consumers Want Healthier, More Convenient Food

Calling All Tweens: Brands Begin Their Push for Generation Z

GEN Z

“My students talk constantly about food – the things they cook, what they will eat for dinner tonight, restaurants they enjoy. It’s a social topic, like sports or music. It’s on their minds.”

Krishnendu Ray, food studies professor and department chair at New York University, 2019



DEEP DIVE INTO GEN Z



Favor more organic,
natural products

42% use digital grocery
lists (Acosta, 2018)

Online influencers

GENERATION Z

Diversity heavily influences trends in food culture

- Exploration of **authentic**, global food experiences
- Adventurous (curious) eaters in search of new flavors and experiences



WHAT ARE PEOPLE BUYING THESE DAYS –
AND WHY?

HEALTHY, BUT ALSO INDULGENT

- Connection between food and health
- Awareness of how consuming foods and beverages makes them **feel**
- **CONVENIENCE**
- EXPERIENCE
- PLEASURE



RETAIL REVOLUTION

- Conscious consumerism gaining momentum
- Consumers as change agents
- Supermarkets expanding and improving their prepared foods (“Grocerants”)



**WHOLE
FOODS**
MARKET

amazon

FOOD DELIVERY

- Represents only a fraction of overall food buying
- Growth on the way
- “Consumers love food delivery. Restaurants and grocers hate it. Fresh food sellers can’t afford to ignore the consumer demand, even though most orders lose money.” (Wall Street Journal, March 9, 2019)
- Greatest users are Millennials and Gen Z, people in urban areas



You Order.

Once you sign up for a membership and download the Shipt app (iOS, Android, and web), just select your groceries, choose delivery options, and checkout. We make grocery shopping fast, simple, and convenient.

We Shop.

We partner with a local community of reliable shoppers. They can pick a perfect mango with their eyes closed and navigate 40,000 grocery items faster than you can say “Organic Gluten-free Pastry Flour.” Our prices will vary slightly from in store prices.

We Deliver.

We did a lot of research. 0% of people like to wait. We offer same day grocery delivery, as soon as one hour after your order, when it’s most convenient for you, and delivery is free for members on orders over \$35. What will you do with that extra time?

TRADITIONAL BRANDS STRUGGLE, RISE IN SPECIALTY FOODS

- Millennials skip middle aisles ⇒ Distrust Big Food
- Seek conscientious brands
- Big Food cleaning up ingredient lists, launching new healthier products, investing in food startups
- The “story”



PEPSICO

Kraft*Heinz*



CONSUMERS WANT TRANSPARENCY

80% of millennials place serious value on having access to info about where their food is coming from (FutureCast, 2019)

Want to know what

- “Natural” means
- “Cage-free” actually entails



Bartlett Pears

69¢
lb

Regular Price 1.99 lb

You Save 1.30 lb

Valid April 18 Thru April 24

Joe Bushman founded the company in 1909, growing potatoes in Galloway Wisconsin. Four generation later, Bushmans' Inc. is still going strong. Mitchell Bushman the great grandson of Joe has propelled Bushmans' Inc. into one of the largest potato grower/shippers in the United States. Bushman's employs over 50 people with offices in Wisconsin, Michigan, Ohio, Florida and Arizona. Today Bushman's has expanded their sales by growing green peppers, green beans, zucchini and yellow squash, cucumbers and onions. In 2013 Bushman's built a state of the art potato dehydration facility that is already running at full capacity.



FREY FARMS

Keenes, IL.

Frey Farms is a Certified Woman Owned Business founded by Sarah Frey in 1994. Sarah, her four brothers and a dedicated team operate farms and facilities across Florida, Georgia, Missouri, Arkansas, Illinois, Indiana and West Virginia. Sarah grew up on the 100-acre family farm where during the summer she helped her mother deliver melons to local grocery stores. At 16 she took over her mom's route and grew the business to more than 150 stores. By the time Sarah was 18, she had started re-investing her profits into farm ground and planting her own produce, pumpkins being her very first crop. Today, Frey Farms is a multi state growing operation specializing in watermelon, cantaloupe, sweet corn, pumpkins and fall ornaments. Notably, Frey Farms has grown to be one of the largest pumpkin farms in the world.



TRACEABILITY

FREE-FROM PHENOMENON ⇒ NO SIGN OF ABATING



“Organic” = An absence of negatives



★ ★ ★
★ *With just four basic ingredients;* ★
BUTTER, SEA SALT, POPCORN & OIL
you are clean and delicious and simple...
YOU TRULY ARE DELICIOUSLY SIMPLE,
★ ★ *Simply Popped!* ★ ★

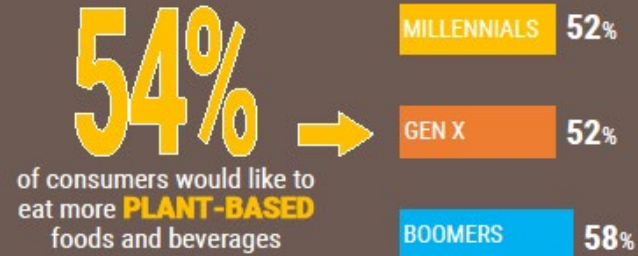


REAL FOOD

CLEAN FOOD

Understanding the Plant-Based Foods Trend

Healthy eating is an ideal for many consumers. For most consumers, healthier eating requires changes and adopting new habits. Plant-based is an approach to eating that consumers can utilize to stack the deck nutritionally on a daily basis.



Some of the key objectives consumers aspire to when choosing to eat plant-based include:

- Redefining what is tasty and considering "flavor per calorie"
- Choosing overall "vegetable-driven" plates
- Eliminating excessive processing in foods and beverages
- Eating and drinking to avoid inflammation
- Seeking gut-friendly nutrition
- Eating more good fats

Source: Transformation of the American Meal 2017 and Health + Wellness 2017 reports



Checkout

Nestle Plans Vegan Push With No-Meat Burger, Purple Walnut Milk

Seeking millennial cred with alternative proteins, the Swiss giant sees its vegan business reaching \$1 billion within 10 years

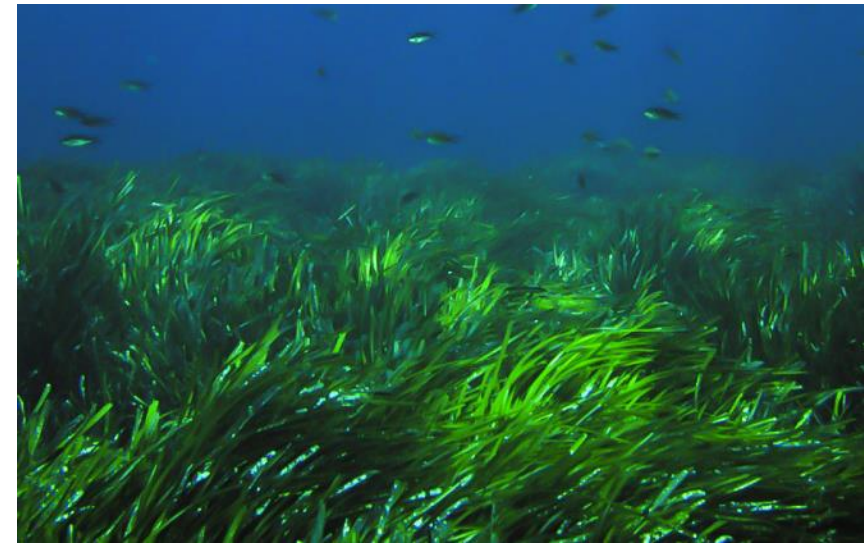
By [Corinne Gretler](#)

December 27, 2018, 11:00 PM CST



Plant-Based

ALTERNATIVE PROTEIN SOURCES: MICRO-LIVESTOCK SUSTAINABLE ANIMAL WELFARE



MEALTIME TRENDS

BREAKFAST



Eggs



“Deskfast”



Hummus Toast

DAY LONG SNACKING + REJECTION OF THREE SQUARE MEALS

- The great change agent disrupting food culture
- US snack market growing faster than overall packaged foods category (Nielsen)
- Brands such as Hershey and Mondelez introduce new products, acquire existing snack lines

THE WALL STREET JOURNAL.

The “Snack Dinner”



Beverages

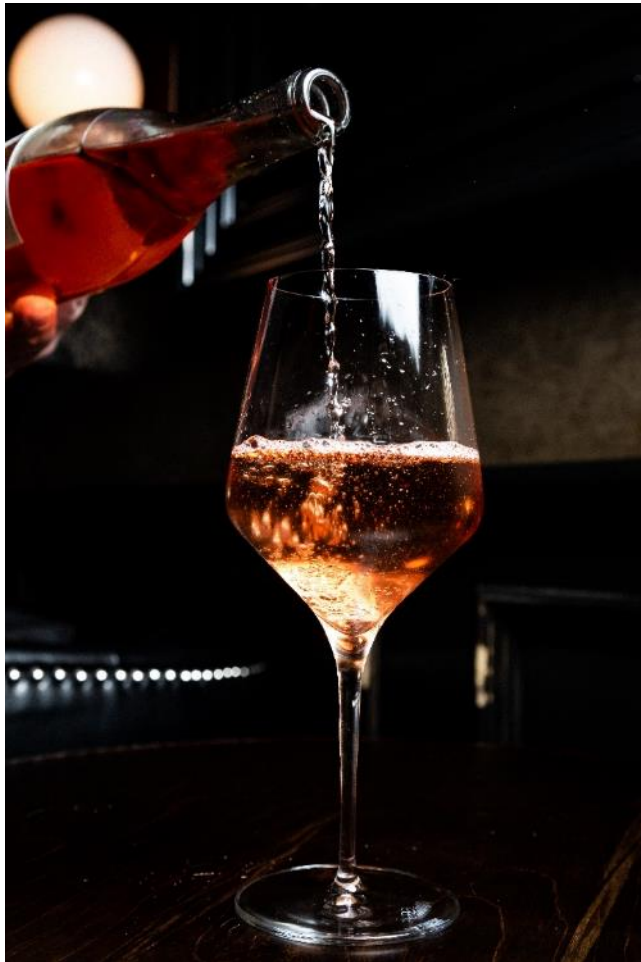


CARBONATED

- Soft drink sales continue to tumble
- Concerns about artificial sweeteners
- Broad shift to flavored seltzer waters ⇒ LaCroix anyone?



ALCOHOL – TREND TOWARD TEMPERANCE





DAIRY MILK

PLANT-BASED SLOWLY REPLACING ...



YOGURT

Greek and light products ↓
Indulgent, full fat varieties ↑
Chobani alternative



MEAL KITS

ANSWERS THE QUESTION “WHAT’S FOR DINNER?”

MEAL KIT DELIVERY

- Get out of a cooking rut
- Chance to experiment with new recipes, with ease of having all the ingredients packaged precisely for that specific recipe
- Consumers frequently drop and switch services



GET COOKING



PERCEPTIONS OF MEAL KIT DELIVERY

- More **time** and **labor** needed to prepare a meal kit than typical weeknight meal
- Concerns ⇒ Cost, commitment, ingredient freshness, excess packaging



GET COOKING



MEAL SOLUTIONS MOVE FROM ONLINE SUBSCRIPTION SERVICES TO IN-STORE SUPERMARKETS, RESTAURANT BRANDS

- Massive shift to in-store space in the last year
- Online subscription companies partnering with brick-and-mortar groceries
- Supermarkets offering their own packaged options and restaurant brands.
- Grocers offer more options, cheaper prices, no membership commitment



WHAT ELSE IS GOING ON?

WEIGHT (BODY) ACCEPTANCE GAINING STEAM

- Large proportion of overweight do not perceive weight status to be related to their overall health status (HAES)
- Average American woman is **size 16**, up from 14
- Plus-size women (sizes 14 to 34) account for **67%** of the population. *International Journal of Fashion Design, Technology and Education, 2016*
- Tumblr photos, Pinterest pages and Instagram accounts illustrate **#fatshion** ⇒ Stylish outfits on larger bodies



Eating Toward Immortality

Diet culture is just another way of dealing with the fear of death.

MICHELLE ALLISON FEB 7, 2017



The New York Times

Worshipping the False Idols of
Wellness

*Charcoal, "toxins" and other
forms of nonsense are the
backbone of the wellness-
industrial complex.*

g o o p

CBD-Infused Food And Drink Top Chef Predictions For 2019 Culinary Trends



Abigail Abesamis Contributor

Food & Drink

I cover all things food and drink in New York City and beyond.



THE WALL STREET JOURNAL.

Hemp Crops Set to Expand in the U.S.



“Calming” Foods and Beverages

A FEW APPLICATION TIPS

- 1. Critical thinking in grocery store:** Tell consumers not to only rely on “free-from” label claims. Compare the nutrition facts panel and ingredients list among brands so the most nutritious option ends up in the cart.
- 2. Boost your reach** by having a robust digital presence. Perhaps create cooking videos on YouTube, Facebook live or Instagram.
- 3. Help people to enjoy their food** for the taste, nutrition and social interaction it provides. Remind them to quit worrying so much about what’s not in their foods and focus on what is in it.

STAY ON TOP OF TRENDS

The New York Times

THE WALL STREET JOURNAL.

The Washington Post

Forbes



STAY ON TOP OF TRENDS

eat right. Academy of Nutrition and Dietetics

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Food & Nutrition Conference & Expo™

Philadelphia, PA | October 26–29



Tastings

Eat, Drink, Savor, and Learn...

Food & Culinary Professionals
Academy of Nutrition and Dietetics

Call it Plant-Based, Plant-Centric, Plant-Forward or Plant-Focused – Call it Good News

By Mindy Hermann, MBA, RD



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FCP's Vision: Optimizing the nation's health through food and nutrition.	

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After so many years of hand-wringing over stubborn resistance toward eating more fruits and vegetables, it appears that Americans may be turning a corner. Plant-centric restaurant chains such as California-based Veggie Grill and Lemonade, and Arizona-based True Food Kitchen call out their chef-driven, seasonal, and tasty approach to health, and customers appear to be embracing this approach to dining out. While vegetarian and vegan diets have become more common, the consumer seeking out plant-based meals is not necessarily eliminating animal products, just eating them in smaller portions and less often.

Menus of Change Formalizes Plant-based Dining

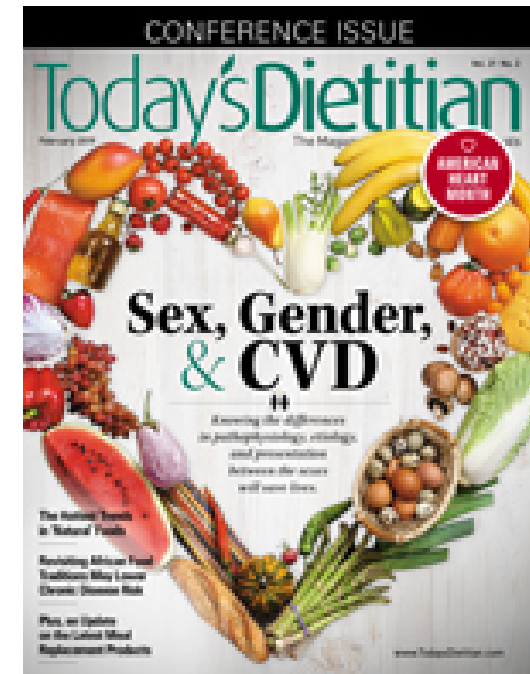
Much of the direction toward plant-forward dishes is being driven by The Culinary Institute of America (CIA). In 2012, CIA partnered with the Department of Nutrition at the Harvard T.H. Chan School of Public Health (HSPH) to create a new program, Menus of Change. The vision of this program remains the same today as when it was founded – to advance “optimal nutrition and public health, environmental stewardship and restoration, and social responsibility concerns within the foodservice industry and the culinary profession.”¹ Menus of Change clearly states that one of its objectives is to bring plant-forward dining, defined

Learning Objectives

After reading this article, the participant will be able to:

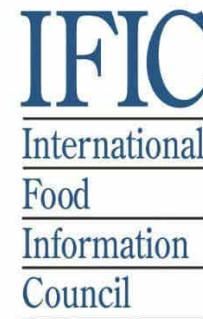
1. Describe the leadership role played by The Culinary Institute of America in promoting plant-based dining
2. Discuss the Menu Adoption Cycle of plant-based alternative proteins, including those at the earliest and most mature stages of introduction
3. Create compelling menu descriptions for plant-based menu items

Continued on page 3



FREE E-NEWSLETTERS

GMA SmartBrief



INTERNATIONAL
FOOD INFORMATION
COUNCIL FOUNDATION

QUESTIONS?



LET'S CONNECT!

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