

Millennial Insights > FOOD

SOCIAL: A desire to be connected 24x7, and constantly expose their lives to others

Digital everything: they went to the school of Google

Online REP matters: Crowd-source decisions

Seriously Pragmatic Idealists: Not afraid to ask for what they want from their employers, but will give their all when connected. They are civically-minded and socially-conscious capitalists.

Represent a new layer of **fluidity**, **impermanence** and **experience-driven lifestyle**



- ✓ Millennials' tastes and preferences are dramatically reshaping the food market. More mindful consumers/diners. They are more likely to pay more for organic, sustainably sourced and natural products than older generations, as well as for access (DELIVERY!)
- ✓ More likely to cook— meal-prep. 50% intend to cook at home more in the future in the versus 25% of baby boomers.
- ✓ Value “clean-labelling” (for example, non-GMO, organic, gluten-free, real ingredients, etc.)
- ✓ Obsession with sharing pictures of their meal and advocating for brands online