iconoculture®

WHAT'S HAPPENING

December 2012 — Young adults in their 20s enjoy food in their own way. 40% of Millennials are self-described foodies (MeatingPlace.com, 15 April 2011). They're generally more excited about ethnic flavors. They have high expectations — for flavor, quality, authenticity and convenience. Tech is enabling them to have customized recipes at their fingertips (see Gojee). Millennials don't mind the overshare: They'd rather not eat alone, and tend to dine with friends and coworkers (NRN.com, 12 July 2011). Millennials are flexible in their habits. Think snacks, multiple meals and spontaneity. But they're also more rigid, thanks to heightened awareness about ADHD-treating diets and gluten-free experiments (or necessities).

Lately we've seen lots of new spaces where Millennials are playing with their food — dining out, cooking, entertaining and shopping with a youthful edge:

Culinary e-magazine Walkin Kitchen explores food via five distinct categories: photo, film, writing, music and drawing.

Traditional magazines Kinfolk and White Zinfandel provide a window into the entertaining life of young adults, as well as their artistic/decor sensibilities.

Video projects abound, too. Comedic series My Drunk Kitchen has creator Hannah Hart drinking and cooking y and over-the-top cooking experiments.

Mille artment. Notable standouts include Big Girls Small K rntable Kitchen (an exploration of music/ recipe i ion magazine lens).

Som ors are also happening. Secret Baking at Brow sonal hobbies; Speed Rack is a female bartend sting nights for lecture clubs like the Secret Science Roulette when they go out to eat — whoever touches

Millennials choose their fast-food restaurants based on menu options, free beverage refills, takeout selection, and a good assortment of healthy and ethnic foods, according to a YPulse poll. Much less of a draw? Free WiFi or laptop outlets.

India: C

The out actively among young adults in India, who are ctations. Cultural FusionSM is meeting SynesthesiaSM halfway with young adults exploring international cuisines — during their travels, through the Internet/TV and also on the shelves of the new gourmet outlets that have brought spices and ingredients from across the seas.

Indians (especially those who are urban and educated) are also discovering the more rustic flavors of India's many cuisines. North Indians, for example, are showing interest in exploring different dishes from South Indian states. Going beyond idli and dosa, the more adventurous foodies now know where appam and stew come from (Times Crest, 28 January 2012).

Branches of international restaurant chains in the country are promising Indian consumers a world-class dining-out experience. Hakkasan, Le Cirque, Le Pain Quotidien, Edo, etc., have all satisfied the consumers' adventurous food cravings. New formats of dining out, including community eating, singles dining out, and the Turning Tables concept (where complete strangers share a dining table to network), are giving urban Indians compelling ways of experiencing food. Bangalore even has Kyra, positioned as a theater restaurant.

©2013 Iconoculture, a Corporate Executive Board company.