

## Millennial style marketing

March 20, 2015 — At 80 million strong, the Millennial generation is transforming retail baking with its foodie mentality, high expectations and sophisticated palettes. According to a recent IDDBA report, Millennials are more likely than any other group to shop specialty stores for bakery items, meaning retail bakers who are willing to put the time, effort and investment into Millennial marketing will find themselves enjoying a new revenue stream.

### The Basics

Across the board, Millennials are smart, tech savvy, social and adventurous. They are more culturally aware and racially and ethnically diverse than previous generations. They also tend to be more food conscious and are careful with where they spend their dollars. They value time with friends and family.

But avoid the temptation to lump Millennials into a one-campaign-fits-all mentality when developing and marketing your baked foods. This generation boasts three subgroups, each with their own characteristics: Younger Millennials (ages 19-25), Middle Millennials (ages 26-30) and Older Millennials (ages 31-36). Bakers who create individualized campaigns for each subgroup will find themselves appealing to those who stick with a generalized e

Evidence of this individuality surfaced in the results of a recent study conducted by Y-Pulse and The Culinary Visions Panel. The study revealed that Younger Millennials tend to forego regular meals, preferring instead to snack as they go about their day. Typically, they purchase those snacks, which include baked goods, on the go. Middle Millennials also purchase their snacks on the go, but do most of their snacking in the late afternoon. Older Millennials prefer mid-morning and late afternoon snacks and are more likely to pack snacks than purchase them while out and about.

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### Create Experiences

While their tastes are sophisticated, keep in mind that Millennials place a higher value on new experiences than they do tangible items. They expect a range of choices and the option to customize whatever it is they want, be it a specific decoration on a cupcake or a certain filling or topping. They also tend to frequent businesses that operate with a "pay it forward" philosophy. In other words, they want to know that their money is contributing to a worthy cause locally, regionally, nationally or globally.

Retail bakers are in the perfect position to capitalize on these demands. On the local level, think about which area charities might lend themselves well to a partnership. Talk to your customers to find out what