



College Dining Habits, Defined

Sept. 7, 2014 — Understanding what students want is the first step to running a successful college and university foodservice program. Across the country, college and university foodservice directors are revamping their dining programs to reflect recent food trends and preferences of the Millennial generation. Students have strong opinions when it comes to their dining options and foodservice directors are doing everything they can to satisfy them. Today's students expect their on-campus menus to offer an array of healthy options, authentic ethnic offerings and customization opportunities, as well as convenient on-the-go meals and snacks.



College-age consumers are paying attention to diet and nutrition. According to Mintel, 54% of students want healthier and better tasting food options¹, which is evident as more students limit their meat consumption in favor of vegetarian and flexitarian diets². There is an increased desire for nutrient-dense fruits and vegetables as well as protein alternatives like yogurt, eggs and beans. Foodservice directors are updating menus to feature better-for-you choices for all day parts, providing low-fat alternatives to traditional breakfast staples, and increasing vegetarian dishes during lunch and dinner service. Favorite comfort food dishes are getting a makeover with fresh ingredients like maple syrup, cream, cream cheese and decadent parfaits and calories

As today and tomorrow become greater than ever, today's college-age generation is more diverse and aware of global cultures and cuisines than any previous generation. As the American palate continues to evolve, foodservice operators need to be prepared to offer an array of authentic ethnic dishes.

According to a recent Y-Pulse study, today's college-age consumers are more diverse and aware of global cultures and cuisines than any previous generation. As the American palate continues to evolve, foodservice operators need to be prepared to offer an array of authentic ethnic dishes.

Y-Pulse noted that about 83% of Millennials say healthfulness is an important factor when choosing snack foods; they want high-quality convenient options with a homemade taste. And it's not just limited to food – smoothies and protein shakes are easy, satisfying options.

Millennials demand more than just food; they want an experience. Authenticity has become a key factor in their dining choices. According to a recent Y-Pulse study, 83% of Millennials say healthfulness is an important factor when choosing snack foods; they want high-quality convenient options with a homemade taste. And it's not just limited to food – smoothies and protein shakes are easy, satisfying options. Millennials demand more than just food; they want an experience. Authenticity has become a key factor in their dining choices. According to a recent Y-Pulse study, 83% of Millennials say healthfulness is an important factor when choosing snack foods; they want high-quality convenient options with a homemade taste. And it's not just limited to food – smoothies and protein shakes are easy, satisfying options. Millennials demand more than just food; they want an experience. Authenticity has become a key factor in their dining choices. According to a recent Y-Pulse study, 83% of Millennials say healthfulness is an important factor when choosing snack foods; they want high-quality convenient options with a homemade taste. And it's not just limited to food – smoothies and protein shakes are easy, satisfying options.