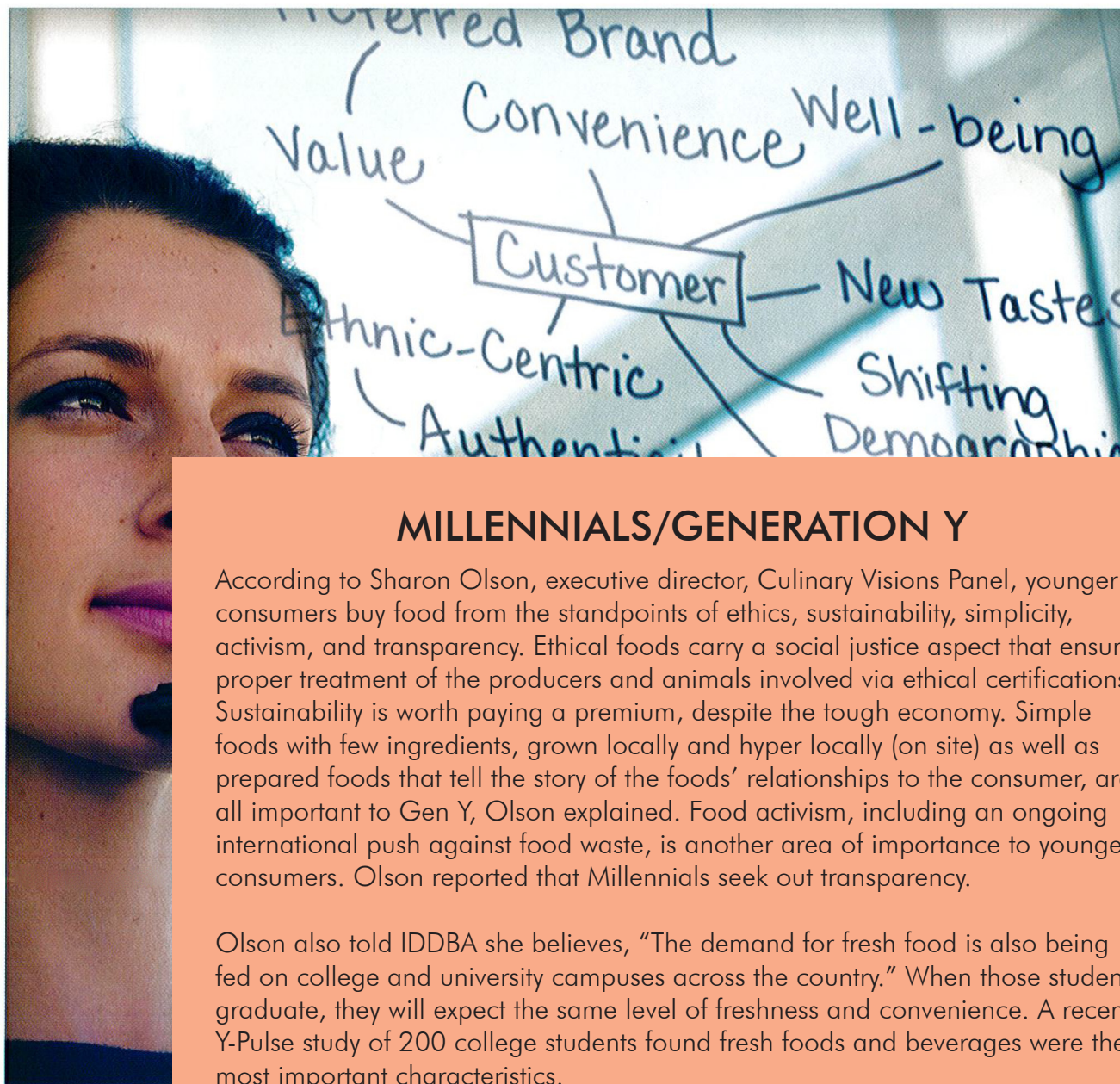


2014

What's in Store

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MILLENNIALS/GENERATION Y

According to Sharon Olson, executive director, Culinary Visions Panel, younger consumers buy food from the standpoints of ethics, sustainability, simplicity, activism, and transparency. Ethical foods carry a social justice aspect that ensures proper treatment of the producers and animals involved via ethical certifications. Sustainability is worth paying a premium, despite the tough economy. Simple foods with few ingredients, grown locally and hyper locally (on site) as well as prepared foods that tell the story of the foods' relationships to the consumer, are all important to Gen Y, Olson explained. Food activism, including an ongoing international push against food waste, is another area of importance to younger consumers. Olson reported that Millennials seek out transparency.

Olson also told IDDBA she believes, "The demand for fresh food is also being fed on college and university campuses across the country." When those students graduate, they will expect the same level of freshness and convenience. A recent Y-Pulse study of 200 college students found fresh foods and beverages were the most important characteristics.

WHAT'S SHAPING EATING CHOICES AND CAPTIVATING CONSUMERS?