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SCHOOL NUTRITION

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## What's Cooking ▶▶▶

### Study Examines Millennials' Dining Choices



**IN AN EFFORT TO DIG INTO WHAT DRIVES CONSUMERS** to certain food experiences outside the home, Y-Pulse performed a study of the dining trends of Millennials (defined in this study as 18- to 34-year-olds). While this demographic isn't *your* student customer base in K-12, trends tend to trickle down—so learning more about what Millennials prefer could help in marketing your own menus. Here's what the Y-Pulse study, *The Modern Consumer: Understanding Tomorrow's Tastemakers Today* 2017, found:

- Millennials love to attend food-focused events, such as festivals, and to explore new cultures through food. According to Y-Pulse, foodservice operators will continue to see this trend rise alongside innovation in global flavors.
- It's all about making food *memorable* to Millennials—48% say they seek out establishments run by famous chefs and 69% say they enjoy a chef's tasting menu.
- Convenience is of utmost importance, however, as 48% of Millennials say that they eat many meals on the go. Additionally, 44% rank convenience as more important than cuisine.
- Local still means something to Millennials; 68% surveyed say they prefer local sourcing of ingredients and some two-thirds are even willing to pay more for it.
- Don't neglect the nutritional aspect of food! Roughly two-thirds of surveyed Millennials enjoy ordering a healthy option at a restaurant.

**Read More:** Y-Pulse, [www.ypulse.org](http://www.ypulse.org)