



Catering & Foodservice Events

PLUS

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cuisine's healthy allure

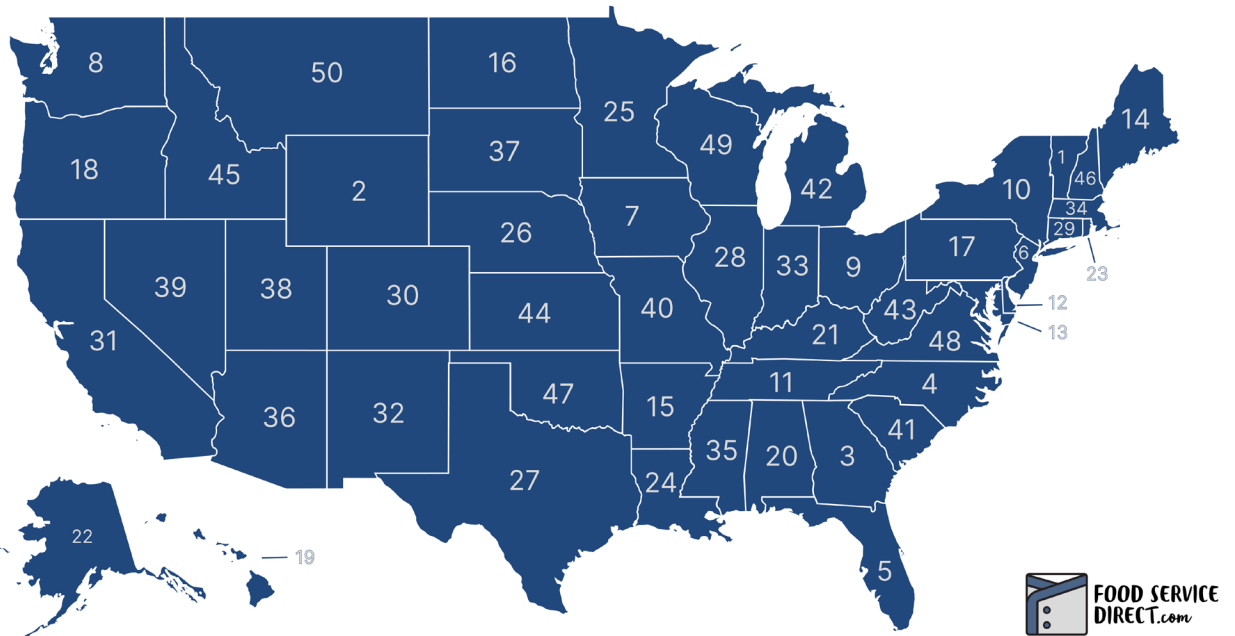
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SEPTEMBER/OCTOBER 2022
VOLUME 28 • NUMBER 5



Study Ranks Best States for Caterers

Which state is best to do business in if you're a caterer? According to a study conducted by Food Service Direct (FSD), Vermont claims that honor, while Montana ends up in last place.

To determine the rankings, FSD polled 2,000 caterers from across the country, asking questions in three categories: Work Environment, Business Environment, and

Work Compensation + Benefits.

The study included 34 metrics, which were determined by survey responses and public data sources. Certain metrics were weighted, such as Overall Job Happiness (triple weight), Ease of Getting Business (double weight) and Compensation Satisfaction (double weight).



The Y-Pulse study found that a majority of 18- to 24-year-olds (60%) consider themselves carnivores who love vegetables.

Y-Pulse Study Identifies Dining Trends Among College-Age Consumers

Nearly a third (29%) of respondents to a survey of 18- to 24-year-olds said they are committed to a vegan lifestyle. That's one finding in research conducted by Y-Pulse, a research and consulting practice that is a division of Olson Communications.

The Y-Pulse research delves into 18- to 24-year-old consumers' perspectives on food and dining in a post-pandemic world, providing insight for college and university foodservice professionals about the emerging food lifestyle of this influential demographic group. Key findings include:

- 29% of respondents said they are committed to a vegan lifestyle, while 60% agreed with the characterization that they are carnivores who love vegetables.

The study's ranking of states best for caterers, from best to worst, is:

- | | |
|-------------------|--------------------|
| 1. Vermont | 26. Nebraska |
| 2. Wyoming | 27. Texas |
| 3. Georgia | 28. Illinois |
| 4. North Carolina | 29. Connecticut |
| 5. Florida | 30. Colorado |
| 6. New Jersey | 31. California |
| 7. Iowa | 32. New Mexico |
| 8. Washington | 33. Indiana |
| 9. Ohio | 34. Massachusetts |
| 10. New York | 35. Mississippi |
| 11. Tennessee | 36. Arizona |
| 12. Delaware | 37. South Dakota |
| 13. Maryland | 38. Utah |
| 14. Maine | 39. Nevada |
| 15. Arkansas | 40. Missouri |
| 16. North Dakota | 41. South Carolina |
| 17. Pennsylvania | 42. Michigan |
| 18. Oregon | 43. West Virginia |
| 19. Hawaii | 44. Kansas |
| 20. Alabama | 45. Idaho |
| 21. Kentucky | 46. New Hampshire |
| 22. Alaska | 47. Oklahoma |
| 23. Rhode Island | 48. Virginia |
| 24. Louisiana | 49. Wisconsin |
| 25. Minnesota | 50. Montana |

For more information, visit foodservicedirect.com.

- 80% reported that they like to dine where employees are treated well. 78% said they appreciate restaurants that focus on supporting local food producers, and 63% of those surveyed said the philosophy of a restaurant is just as important as the food menu.
- 59% said they have concerns when scanning a QR code to get a menu because of possible security issues, with 70% saying they miss printed menus.
- 63% said they are reluctant to dine in a sit-down restaurant if they do not have a companion.
- 83% consider themselves adventurous eaters when dining out, with 68% saying they usually like to try new dishes and flavors when they dine out.
- 76% of those surveyed said knowing details about the source of their food is important to them.

Y-Pulse (ypulse.org) surveyed 1,404 consumers in November 2021 between the ages of 18 and 34, focusing on 385 college-age consumers between the ages of 18 and 24 for this report.

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