



# UNDERSTANDING FOOD CULTURE

How the Digital Age is Driving  
The Future of Food



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# A TASTE OF GENERATION

# YUM



**by Eve Turow**

**How the  
Millennial  
Generation's  
Love for  
Organic Fare,  
Celebrity  
Chefs and  
Microbrews  
Will Make  
or Break the  
FUTURE of  
FOOD**

INTERVIEWS WITH

ANTHONY BOURDAIN  
MICHAEL POLLAN  
MARK BITTMAN  
MARION NESTLE  
RICK BAYLESS

AND MORE

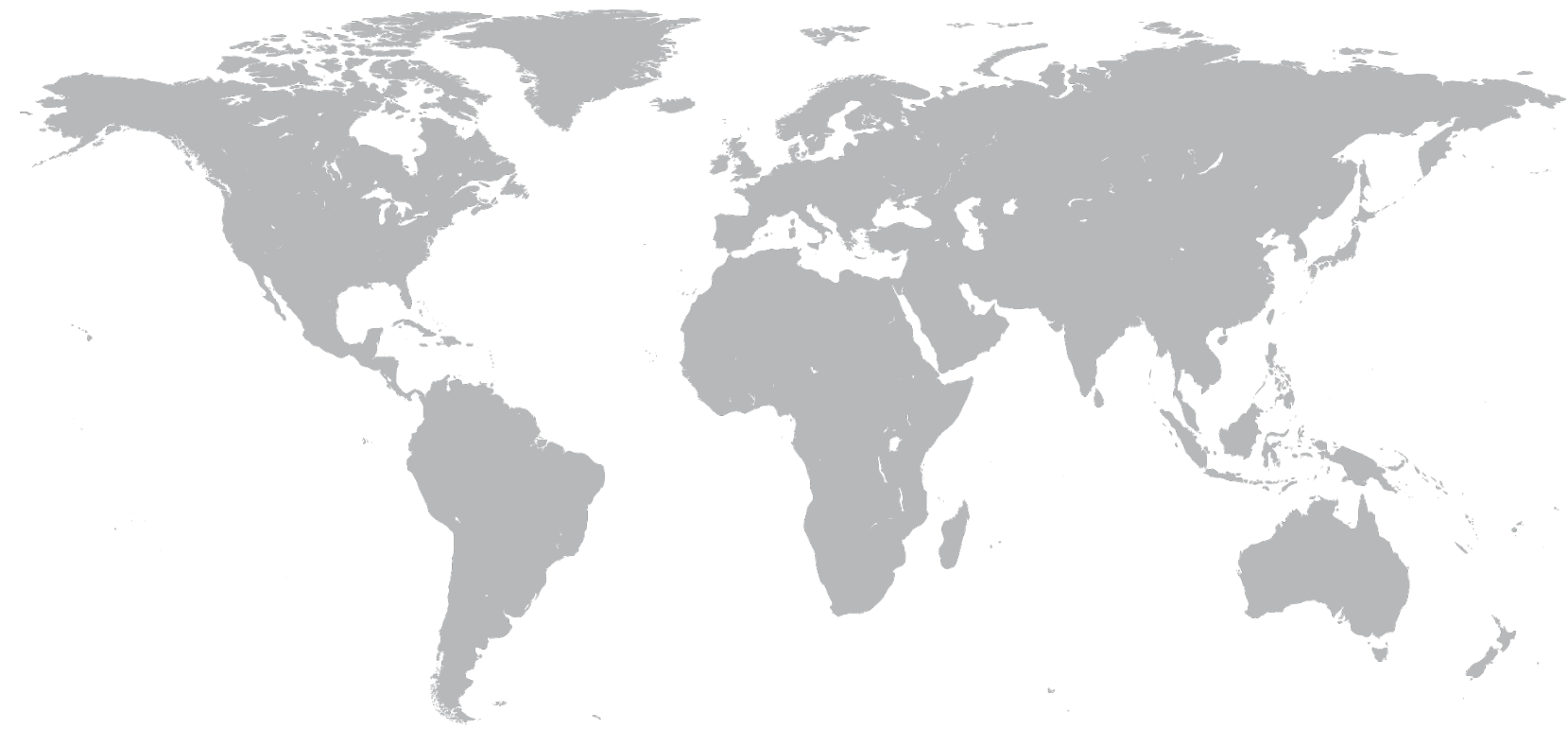






# Millennial Global Power

(1980-1996)



**1.8** = **1/4**  
Billion = of the global population

Source: Viacom



**178** = **1/4**  
Million = of the E.U. population

Source: Pew Research Center



# Millennials Spend Unprecedented Income on Food

Globally, **6-in-10 Millennials** go out to eat at least once a week, **twice the percentage of Baby Boomers.**

Nielsen

For the first time ever, U.S. **teens are spending more on food than clothing.**

Piper Jaffrey

In the U.K., **baking** is now **more common** among **25-34 year-olds** than any other age group.

Kindred Agency





# Millennial Interest in Food is Global







Rebecca Monk

# Technology Makes Everything Different

Britain's teenagers are more likely to own a smartphone than have a father living at home.

Centre for Social Justice



# The New Dictionary

**Nomophobia** /ˌnɒməˈfəʊbiə/—The fear of not having or not being able to use a cellphone.

**Ringxiety** /ˌrɪŋzˈaɪəti/—The phenomenon of mistakenly thinking that one's cell phone/mobile is ringing or vibrating. Also known as Phantom Vibration Syndrome.

**Technostress** /ˈtɛknəʊˌstrɛs/—Stress or psychosomatic illness caused by working with computer technology on a daily basis.

**Phubbing** /ˈfəbiŋg/—The act of snubbing someone in a social setting by looking at your phone instead of paying attention.



Purpose  
Love & Belonging  
Safety & Control





CONTROL

# SAFETY & CONTROL

Protection from elements, security, order, law, stability, freedom from  
fear anxiety and chaos



# Millennials Are Fearful

RECESSION  
BREXIT  
CLIMATE CHANGE

24-HOUR NEWS  
HACKING  
TECHNOSTRESS

A **third** of young British women and **one in 10** young British men suffer from **panic attacks**.

YouthNet

**77%** of British 18-24 year-olds are **nomophobic** — fear losing or being without their mobile phone.

SecurEnvoy







CONTROL

# Millennials Are Skeptical

The 2017 Edelman TRUST BAROMETER reveals the **largest-ever drop in trust** across the institutions of government, business, media and NGOs.

**81% of US millennials believe large food brands pursue policies that make Americans less healthy.**

JWT Intelligence



CONTROL

# Food is Control

SIMPLE INGREDIENTS

NON-GMO

ORGANIC

REAL

TRANSPARENT

HOME COOKING

COMFORT FOODS

SUPPLEMENTS





# Food is Control

## RESTRICTIVE DIETS ORTHOREXIA

In 2006, 150,000 people in the UK opted for a **plant-based diet**. Today, 542,000 do. That's a **350% increase**...  
Close to **half of all vegans** are aged 15-34 (42%).

Guardian

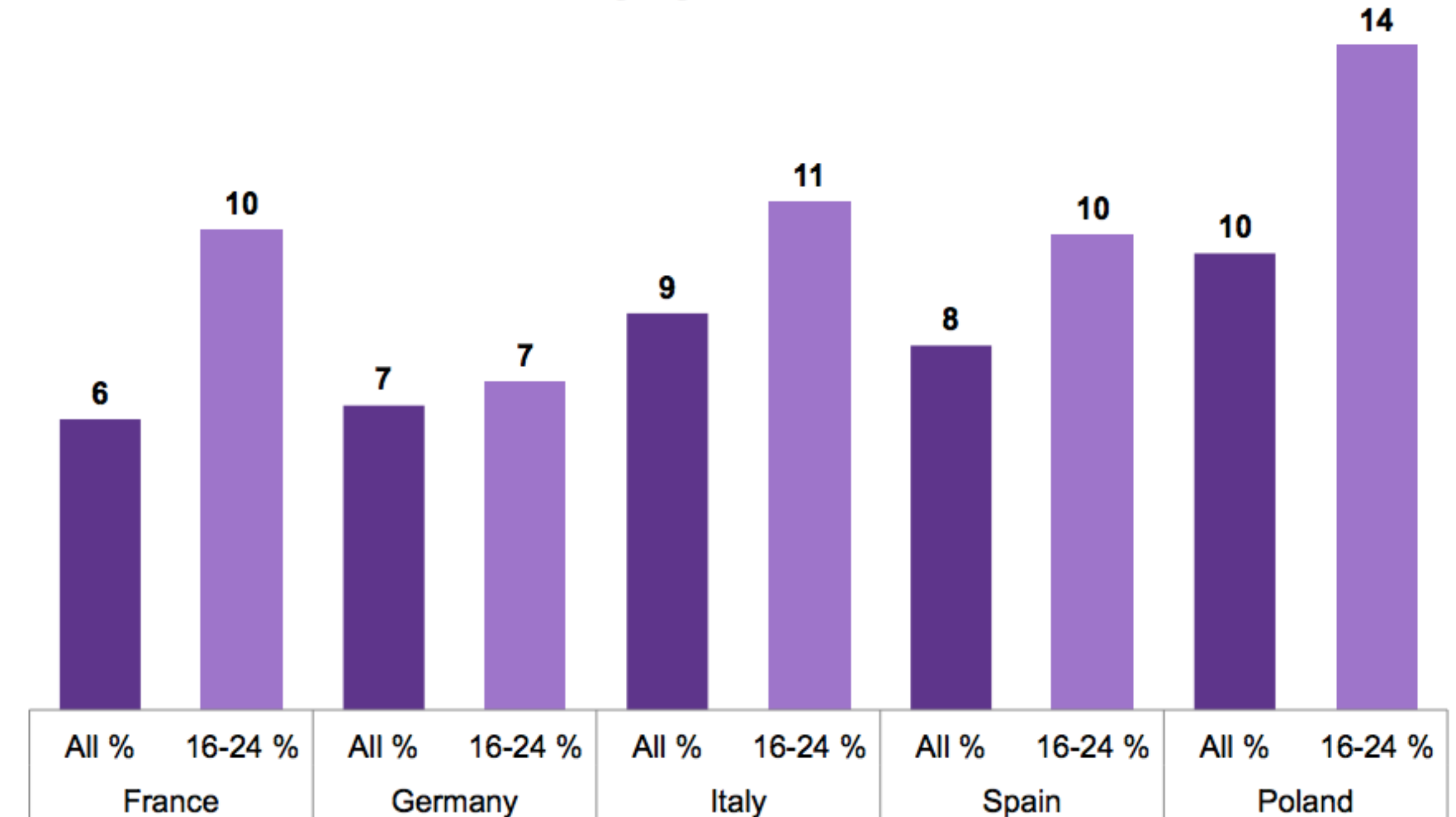
**28%** of meat eating Brits have **reduced or limited their meat consumption** in just the last **six months**.

Mintel

In the U.K., volume sales of **dairy-free** products **grew 21.9%**, and sales of **gluten-free** products **grew 30.3%**  
June 2015 to June 2016.

Nielsen

I am following a gluten-free diet, Q1-2017



Source: Mintel Consumer Data Charts

MINTEL



CONTROL

# Food is Control

Millennials are calling for  
**TRANSPARENCY** and **SIMPLICITY**.

There is a desire to break  
things down to their most  
**UNDERSTANDABLE** and **CONTROLLABLE**  
formats, whether that's  
a recipe or a steer.





# LOVE & BELONGING

The desire for friendship, intimacy, trust and acceptance, receiving and giving affection and love; affiliating, being part of a group (family, friends, work)



# Food is Identity

Food is a new format for **self-branding**.

Food labels allow us to express ourselves with our food choices. These foods gain even more value as they're Tweeted, Instagramed and Facebooked for all to see.

Food is the latest **social currency**.

Have you been to that restaurant? Do you know that chef? Have you tried this recipe? Is that organic, non-GMO, local?





BELONGING

## So How Do Millennials Want to Be Seen?

EDUCATED

ENVIRONMENTALLY-CONSCIOUS

SOPHISTICATED

WELL-TRAVELLED

ALTRUISTIC



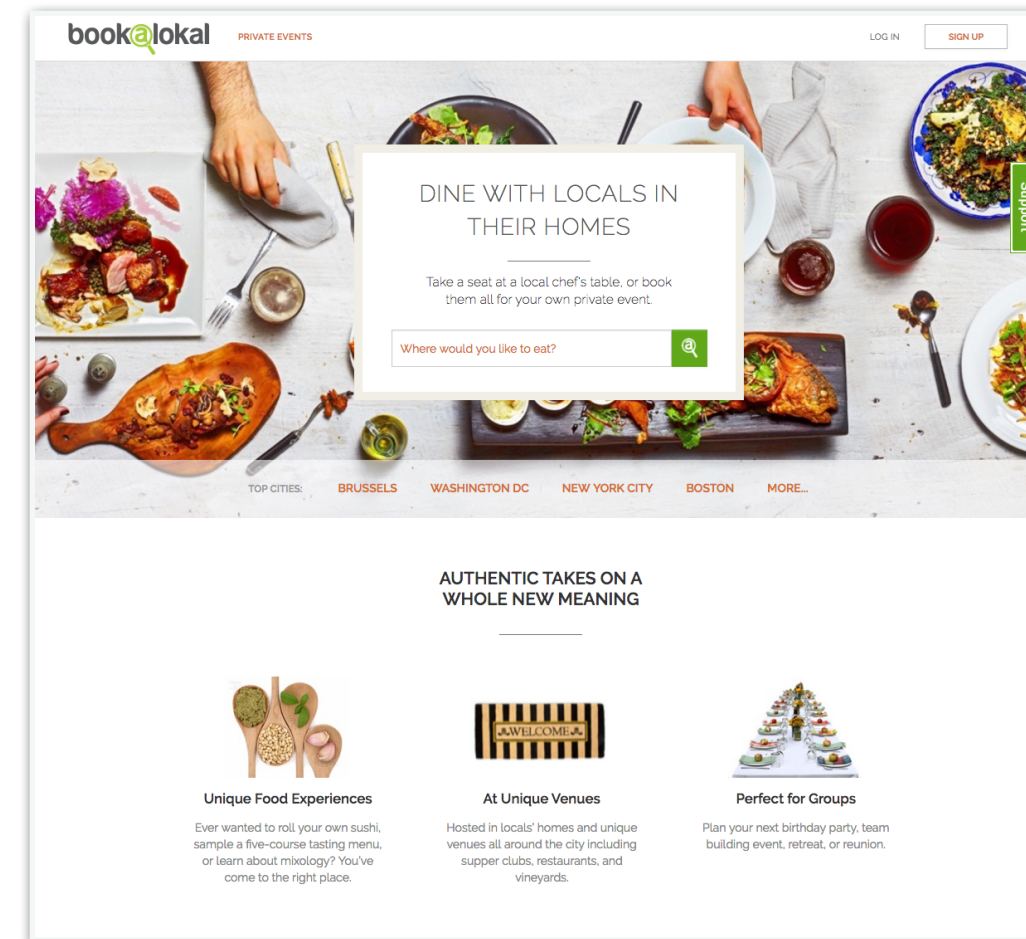
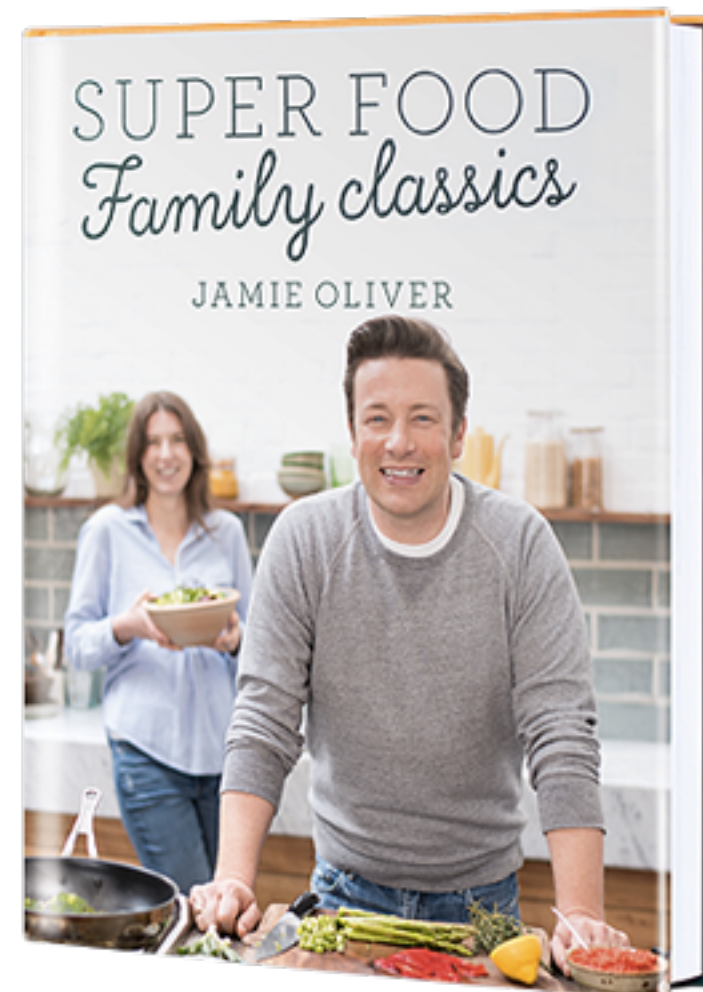


**What you eat is not just about diet, but who you are, what you care about, how others see you.**



# Food is Community

Dining clubs are the new book clubs, farmer's markets the new social square.



“Success with today’s Millennial consumer will depend on making an **emotional connection.**”

—Darren Tristano, Executive Vice President, Technomic



“Today’s restricted eaters are prone to identity-driven pronouncements along the lines of **‘I’m gluten free.’** (It’s worth noting that, back in the aughts, no one declared **‘I’m Atkins!’** Except, quite possibly, Dr. Robert Atkins himself.)”

Jessica Bruder  
The New York Times



# PURPOSE

Achievement, mastery, independence, status, dominance, prestige, self-respect, respect from others; Realizing personal potential, self-fulfillment, seeking personal growth and peak experiences