

# DISRUPTION! TODAY'S FOOD & NUTRITION TRENDS – WHAT YOU NEED TO KNOW

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## DISCLOSURES

- Principal, Christine Palumbo Nutrition (A nutrition communications practice)
- Columnist, New York Family
- No known conflicts of interest

GENERATIONS MAKING WAVES

# MILLENNIALS



Born 1981 – 1996  
(Pew Research Center)

Eclipsed Boomers as the largest generation in 2016  
Food marketers salivating at thought of winning them over

# GEN Z



Born ~1997 to 2012  
(Pew Research Center)

First generation to completely grow up in the digital age ⇒ “Live” online

Most ethnically diverse age group:  
~50% non-white

# DEEP DIVE INTO MILLENNIAL GENERATION

- Changing the food and nutrition landscape
- Nearly half their food spending (47%) devoted to eating out. (Media Post)
- Moms still aspire to feed their family around the table. When they do, they're no longer serving meatloaf and mashed potatoes.
- It's all about being together: “Bonding” around dinner table.



# MILLENNIALS' GROCERY SHOPPING HABITS

Expect healthy, convenient and **indulgent** foods

**Share shopping responsibility** between genders

**Use of technology**

Apps and recipes accessed while shopping

**Label readers**

65% look on the product label vs. 59% for all generations

**Brand story** behind the products (authenticity, origin, certification)



# MILLENNIALS...

## Love snacking

- 91% of Millennial consumers snack many times throughout the day.
- About half say they can't get through the day without snacking.

## Interest in ethnic and evolved flavor combinations

## Welcome help in the kitchen

- Either time-challenged or need new ideas when it comes to cooking.
- Lack kitchen confidence





## THE INSTA EFFECT

Lettuce and love notes:  
The competitive school  
lunches

## GEN Z: A FEW HEADLINES

*Ready, Set, Strive – Gen Z Is Coming*

*Gen Z is Set to Outnumber Millennials Within a Year*

*Enter Gen Z: The New Disrupters of Food Culture*

*Gen Z Consumers Want Healthier, More Convenient Food*

*Calling All Tweens: Brands Begin Their Push for Generation Z*

## GEN Z

“My students talk constantly about food – the things they cook, what they will eat for dinner tonight, restaurants they enjoy. It’s a social topic, like sports or music. It’s on their minds.”

*Krishnendu Ray, food studies professor and department chair at New York University, 2019*



## DEEP DIVE INTO GEN Z



Favor more organic,  
natural products

42% use digital grocery  
lists (Acosta, 2018)

Online influencers

## GENERATION Z

Diversity heavily influences trends in food culture

- Exploration of **authentic**, global food experiences
- Adventurous (curious) eaters in search of new flavors and experiences



WHAT ARE PEOPLE BUYING THESE DAYS –  
*AND WHY?*

## HEALTHY, BUT ALSO INDULGENT

- Connection between food and health
- Awareness of how consuming foods and beverages makes them **feel**
- **CONVENIENCE**
- **EXPERIENCE**
- **PLEASURE**



## RETAIL REVOLUTION

- Conscious consumerism gaining momentum
- Consumers as change agents
- Supermarkets expanding and improving their prepared foods (“Grocerants”)



# FOOD DELIVERY

- Represents only a fraction of overall food buying
- Growth on the way
- “Consumers love food delivery. Restaurants and grocers hate it. Fresh food sellers can’t afford to ignore the consumer demand, even though most orders lose money.” (Wall Street Journal, March 9, 2019)
- Greatest users are Millennials and Gen Z, people in urban areas



The image shows a screenshot of a mobile application interface for grocery delivery. At the top, there's a navigation bar with icons for home, search, categories, and account. Below that is a promotional banner for "Shipt" with text about saving \$100 on groceries. The main content area features three circular icons with text below them:

- You Order.** An illustration of a person holding a smartphone displaying a grocery item. Below the text: "Once you sign up for a membership and download the Shipt app (iOS, Android, and web), just select your groceries, choose delivery options, and checkout. We make grocery shopping fast, simple, and convenient."
- We Shop.** An illustration of a shopping cart filled with various fruits and vegetables. Below the text: "We partner with a local community of reliable shoppers. They can pick a perfect mango with their eyes closed and navigate 40,000 grocery items faster than you can say 'Organic Gluten-free Pastry Flour.' Our prices will vary slightly from in-store prices."
- We Deliver.** An illustration of a brown paper grocery bag filled with groceries. Below the text: "We did a lot of research. 0% of people like to wait. We offer same-day grocery delivery, as soon as one hour after your order, when it's most convenient for you, and delivery is free for members on orders over \$35. What will you do with that extra time?"

## TRADITIONAL BRANDS STRUGGLE, RISE IN SPECIALTY FOODS

- Millennials skip middle aisles ⇒ Distrust Big Food
- Seek conscientious brands
- Big Food cleaning up ingredient lists, launching new healthier products, investing in food startups
- The “story”



## CONSUMERS WANT TRANSPARENCY

**80%** of millennials place serious value on having access to info about where their food is coming from (FutureCast, 2019)

Want to know what

- “Natural” means
- “Cage-free” actually entails



Bartlett Pears

69¢  
lb

Regular Price 1.99 lb  
You Save 1.30 lb

Valid April 18 Thru April 24

Joe Bushman founded the company in 1909, growing potatoes in Galloway Wisconsin. Four generations later, Bushmans' Inc. is still going strong. Mitchell Bushman the great grandson of Joe has propelled Bushmans' Inc. into one of the largest potato grower/shippers in the United States. Bushman's employs over 50 people with offices in Wisconsin, Michigan, Ohio, Florida and Arizona. Today Bushman's has expanded their sales by growing green peppers, green beans, zucchini and yellow squash, cucumbers and onions. In 2013 Bushman's built a state of the art potato dehydration facility that is already running at full capacity.



FREY FARMS

Keenes, IL.

Frey Farms is a Certified Woman Owned Business founded by Sarah Frey in 1994. Sarah, her four brothers and a dedicated team operate farms and facilities across Florida, Georgia, Missouri, Arkansas, Illinois, Indiana and West Virginia. Sarah grew up on the 100-acre family farm where during the summer she helped her mother deliver melons to local grocery stores. At 16 she took over her mom's route and grew the business to more than 150 stores. By the time Sarah was 18, she had started re-investing her profits into farm ground and planting her own produce, pumpkins being her very first crop. Today, Frey Farms is a multi state growing operation specializing in watermelon, cantaloupe, sweet corn, pumpkins and fall ornamentals. Notably, Frey Farms has grown to be one of the largest pumpkin farms in the world.



# TRACEABILITY

## FREE-FROM PHENOMENON ⇒ NO SIGN OF ABATING

**Gluten Free**  
Gluten free is the diet that excludes foods containing gluten. A gluten-free diet is health benefits to those with celiac disease, dermatitis herpetiformis, and non-celiac gluten sensitivity.



**"Organic"** = An absence of negatives



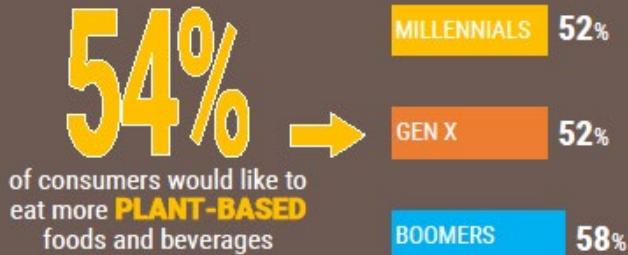
★★★  
★ *With just four basic ingredients; ★*  
**BUTTER, SEA SALT, POPCORN & OIL**  
*you are clean and delicious and simple...*  
**YOU TRULY ARE DELICIOUSLY SIMPLE,**  
★ ★ *Simply Popped!* ★ ★



REAL FOOD  
CLEAN FOOD

## Understanding the Plant-Based Foods Trend

Healthy eating is an ideal for many consumers. For most consumers, healthier eating requires changes and adopting new habits. Plant-based is an approach to eating that consumers can utilize to stack the deck nutritionally on a daily basis.



Some of the key objectives consumers aspire to when choosing to eat plant-based include:

- Redefining what is tasty and considering "flavor per calorie"
- Choosing overall "vegetable-driven" plates
- Eliminating excessive processing in foods and beverages
- Eating and drinking to avoid inflammation
- Seeking gut-friendly nutrition
- Eating more good fats

Source: Transformation of the American Meal 2017 and Health + Wellness 2017 reports

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Q Search

Bloomberg

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## Nestle Plans Vegan Push With No-Meat Burger, Purple Walnut Milk

Seeking millennial cred with alternative proteins, the Swiss giant sees its vegan business reaching \$1 billion within 10 years

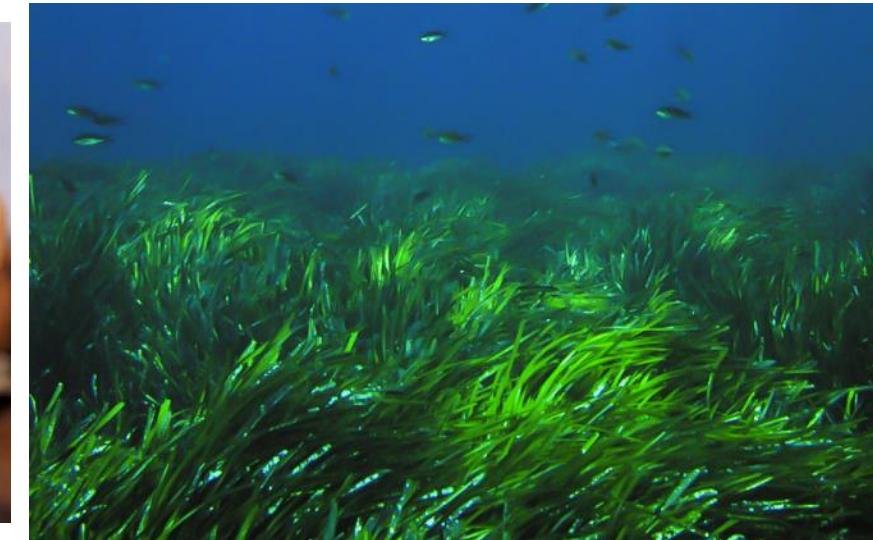
By Corinne Gretler

December 27, 2018, 11:00 PM CST



# Plant-Based

# ALTERNATIVE PROTEIN SOURCES: MICRO-LIVESTOCK SUSTAINABLE ANIMAL WELFARE



# MEALTIME TRENDS

# BREAKFAST



Eggs

“Deskfast”

Hummus Toast

## DAY LONG SNACKING + REJECTION OF THREE SQUARE MEALS

- The great change agent disrupting food culture
- US snack market growing faster than overall packaged foods category (Nielsen)
- Brands such as Hershey and Mondelez introduce new products, acquire existing snack lines

THE WALL STREET JOURNAL.

The “Snack Dinner”



# Beverages

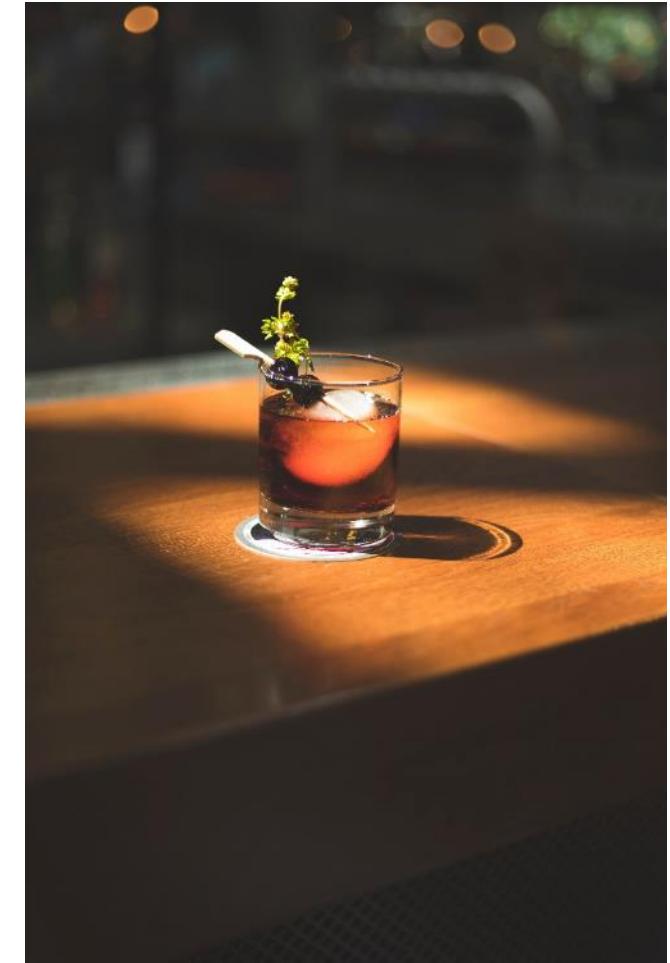
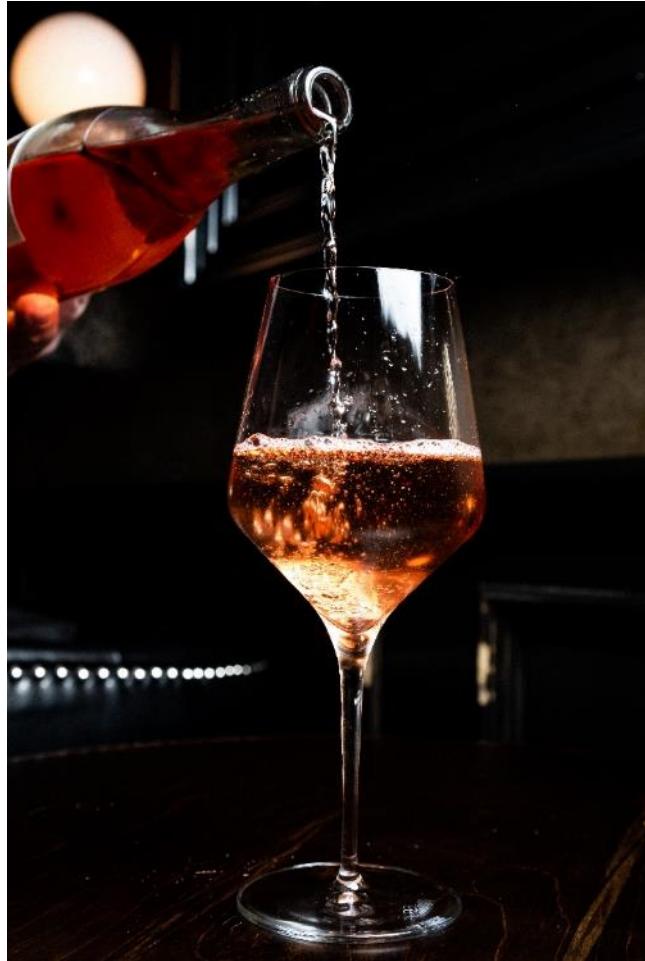


## CARBONATED

- Soft drink sales continue to tumble
- Concerns about artificial sweeteners
- Broad shift to flavored seltzer waters  $\Rightarrow$  LaCroix anyone?



# ALCOHOL – TREND TOWARD TEMPERANCE





# DAIRY MILK

# PLANT-BASED SLOWLY REPLACING ...



# YOGURT

Greek and light products ↓  
Indulgent, full fat varieties ↑  
Chobani alternative



# MEAL KITS

ANSWERS THE QUESTION “WHAT’S FOR DINNER?”

## MEAL KIT DELIVERY

- Get out of a cooking rut
- Chance to experiment with new recipes, with ease of having all the ingredients packaged precisely for that specific recipe
- Consumers frequently drop and switch services



GET COOKING



## PERCEPTIONS OF MEAL KIT DELIVERY

- More **time** and **labor** needed to prepare a meal kit than typical weeknight meal
- Concerns ⇒ Cost, commitment, ingredient freshness, excess packaging



# MEAL SOLUTIONS MOVE FROM ONLINE SUBSCRIPTION SERVICES TO IN-STORE SUPERMARKETS, RESTAURANT BRANDS

- Massive shift to in-store space in the last year
- Online subscription companies partnering with brick-and-mortar groceries
- Supermarkets offering their own packaged options and restaurant brands.
- Grocers offer more options, cheaper prices, no membership commitment



WHAT ELSE IS GOING ON?

## WEIGHT (BODY) ACCEPTANCE GAINING STEAM

- Large proportion of overweight do not perceive weight status to be related to their overall health status (HAES)
- Average American woman is **size 16**, up from 14
- Plus-size women (sizes 14 to 34) account for **67%** of the population. *International Journal of Fashion Design, Technology and Education, 2016*
- Tumblr photos, Pinterest pages and Instagram accounts illustrate **#fatshion** ⇒ Stylish outfits on larger bodies



# Eating Toward Immortality

Diet culture is just another way of dealing with the fear of death.

MICHELLE ALLISON FEB 7, 2017



The New York Times

Worshipping the False Idols of Wellness

*Charcoal, “toxins” and other forms of nonsense are the backbone of the wellness-industrial complex.*

goop

# CBD-Infused Food And Drink Top Chef Predictions For 2019 Culinary Trends



Abigail Abesamis Contributor [\(i\)](#)

Food & Drink

I cover all things food and drink in New York City and beyond.



## THE WALL STREET JOURNAL.

### Hemp Crops Set to Expand in the U.S.



### “Calming” Foods and Beverages

## A FEW APPLICATION TIPS

- 1. Critical thinking in grocery store:** Tell consumers not to only rely on “free-from” label claims. Compare the nutrition facts panel and ingredients list among brands so the most nutritious option ends up in the cart.
- 2. Boost your reach** by having a robust digital presence. Perhaps create cooking videos on YouTube, Facebook life or Instagram.
- 3. Help people to enjoy their food** for the taste, nutrition and social interaction it provides. Remind them to quit worrying so much about what’s not in their foods and focus on what is in it.

# STAY ON TOP OF TRENDS

The New York Times

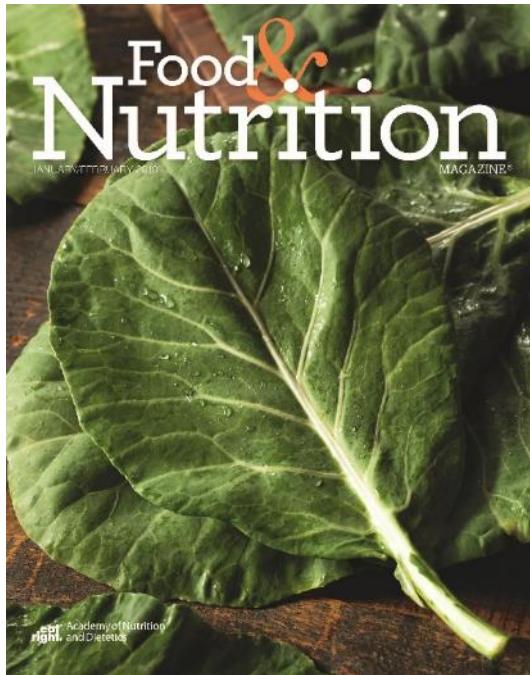
THE WALL STREET JOURNAL.

The Washington Post

Forbes



# STAY ON TOP OF TRENDS



**eat right** Academy of Nutrition  
and Dietetics

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## Tastings

Eat, Drink, Savor, and Learn...

Food & Culinary  
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Academy of Nutrition  
and Dietetics

Winter 2019

Call it Plant-Based, Plant-Centric, Plant-Forward or Plant-Focused – Call it Good News

By Mindy Hermann, MBA, RDN



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FCP's Vision:

Optimizing the nation's

health through food

and nutrition.

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After so many years of hand-wringing over stubborn resistance toward eating fruits and vegetables, it appears that Americans may be turning a corner. Plant-centric restaurant chains such as California-based Veggie Grill and Lemonade, and Arizona-based True Food Kitchen call out their plant-driven, seasonal, and sustainable approaches. And consumers appear to be embracing this approach to dining out. While vegetarian and vegan diets have become more common, the consumer seeking out plant-based meals is not necessarily eliminating animal products, just eating them in smaller portions and less often.

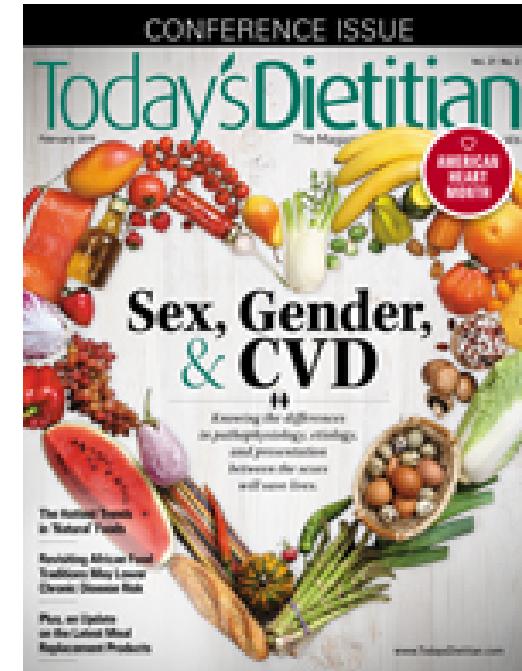
### Menus of Change Formalizes Plant-based Dining

Much of the direction toward plant-forward dishes is being driven by The Culinary Institute of America (CIA). In 2012, CIA partnered with the Department of Nutrition at the Harvard T.H. Chan School of Public Health (HSPH) to create a new program, Menus of Change. The vision of this program remains the same today as when it was founded – to advance “optimal nutrition and public health, environmental stewardship and restoration, and social responsibility concerns within the foodservice industry and the culinary profession.”<sup>1</sup> Menus of Change clearly states that one of its objectives is to bring plant-forward dining, defined

### Learning Objectives

- Upon completion of this article, the participant will be able to:
1. Describe the role the culinary profession played by the Culinary Institute of America in promoting plant-based dining.
  2. Discuss the Menu Adoption Cycle of plant-based alternative proteins, including those at the earliest and most mature stages of introduction.
  3. Create compelling menu descriptions for plant-based menu items.

*Continued on page 3*



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# QUESTIONS?



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