

#### Boomers and Zoomers

#### **Boomers**

- Well into their later years
- Redefined(ing) senior living
- Still have lots of disposable income
- Still looking for experiences around food

#### **Zoomers**

- Just entering the workforce
- Culture defined by online living
- Money to spend on food
- But not necessarily at restaurants
- Also driven by experiences

#### Boomers

#### **Senior Living Redefined**

- Country club becomes stations and concepts
- Meals included becomes points
- Comfort foods become global delights
- High expectations
- More skill required



### X'ers

- Aging up
- Holding on to traditional eating patterns
- Intrigued/ amused/ confused by the new stuff
- Still adventurous, willing to try new things



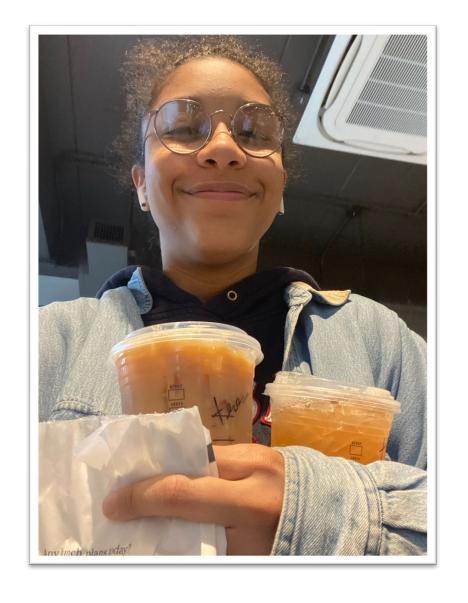
### Millennials

- Parents
- Work life balance
- Enjoying the places Zoomers are taking them
- Understand the technology and not afraid to use it
- Redefining the traditions and norms of family dining



### Zoomers

- "What I want, when I want it, wherever I am"
- Demanding and food obsessed
- Redefining the meal
  - Less sit-down affairs
  - No more 3 meals
  - Meals drinkable
  - Meals to "wear" and share



### Overarching Themes

#### **New York Times**

- Sauces
- Savory/ micro-regional coffee (and tea?)
- Grab and go gastronomy
- Hospitality
- Protein
- Non-alcoholic booze flavors (pre-mixed cocktails in a can)

New York Times December 31, 2024

#### **AF&Co/ Carbonate Report**

- Pistachio = flavor of the year
- Simple seafood raw bars and ceviche
- Croissants as containers
- Stuffed conchas
- Instant ramen (restaurant quality)
- Japanese sandos
- Enhanced to-go

### Overarching Themes

#### **Unilever Future Menus**

- Street food couture
- Borderless cuisine
- Culinary roots
- Diner designed

#### **Flavor Forecast**

- Tropical vibes
- Charred & smoked
- Deliciously unexpected
- Aji amarillo





# A Quick Game of Word Association



## Global



## Productivity



## Culture



## Transaction



## Stories



## Transparency



## Technology





# Liquids +



### Process





## Value





## THC/ CBD



## Experience



# Peganism



### Notmeat

### Meat Alternatives?

- Beyond/ Impossible losing relevance
  - Plant based, but healthier?
- Lab-grown meat still in development
  - ~5 years before scale-up is likely
- Long-term effects are only speculative

### Beyond Meat Is Struggling, and the Plant-Based Meat Industry Worries

A few years ago, business was booming. That growth has slowed, with some wondering if the number of consumers has reached its limit.

https://www.nytimes.com/2022/11/21/business/beyo nd-meat-industry.html



https://tinyurl.com/4je8jput



## Plants

### Plants Are More Than Vegetables

Grains: whole, intact

Legumes

Fruit





# Spices



## Authenticity



## Coffeebeer



## Gut-health



## Pure



"If you think everything is under control you probably aren't going fast enough."

- Mario Andretti



"I was seldom able to see an opportunity until it had ceased to be one."

-Mark Twain