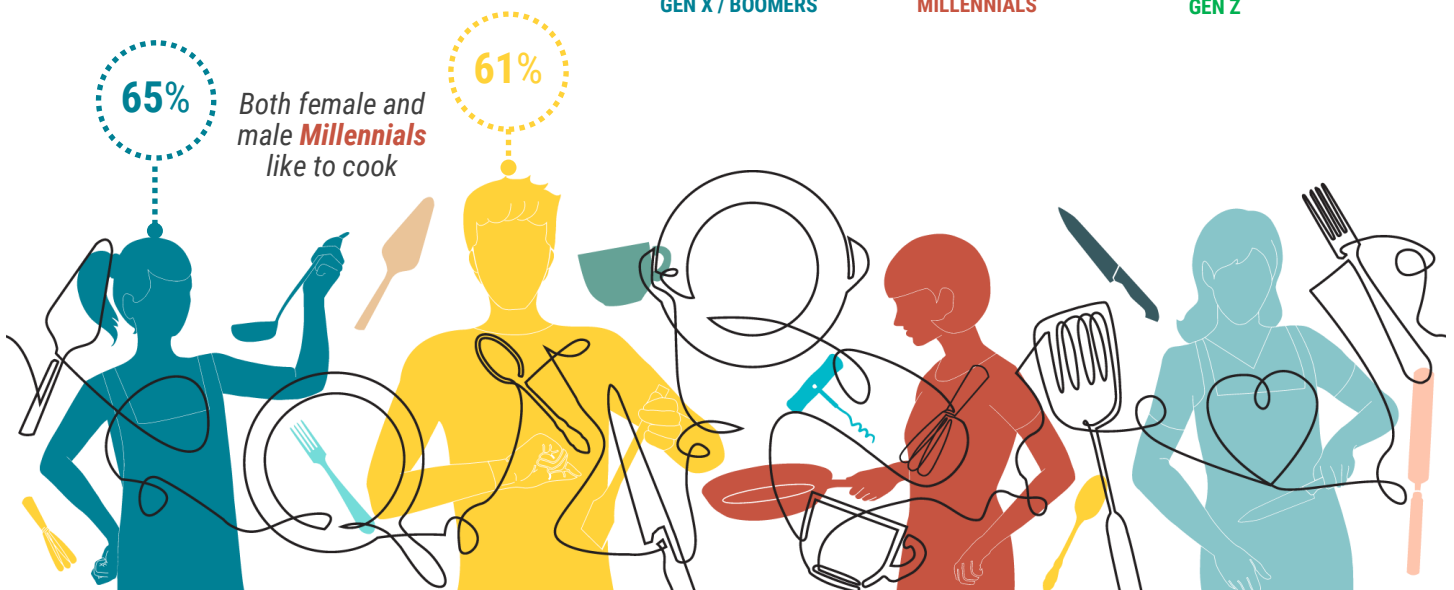
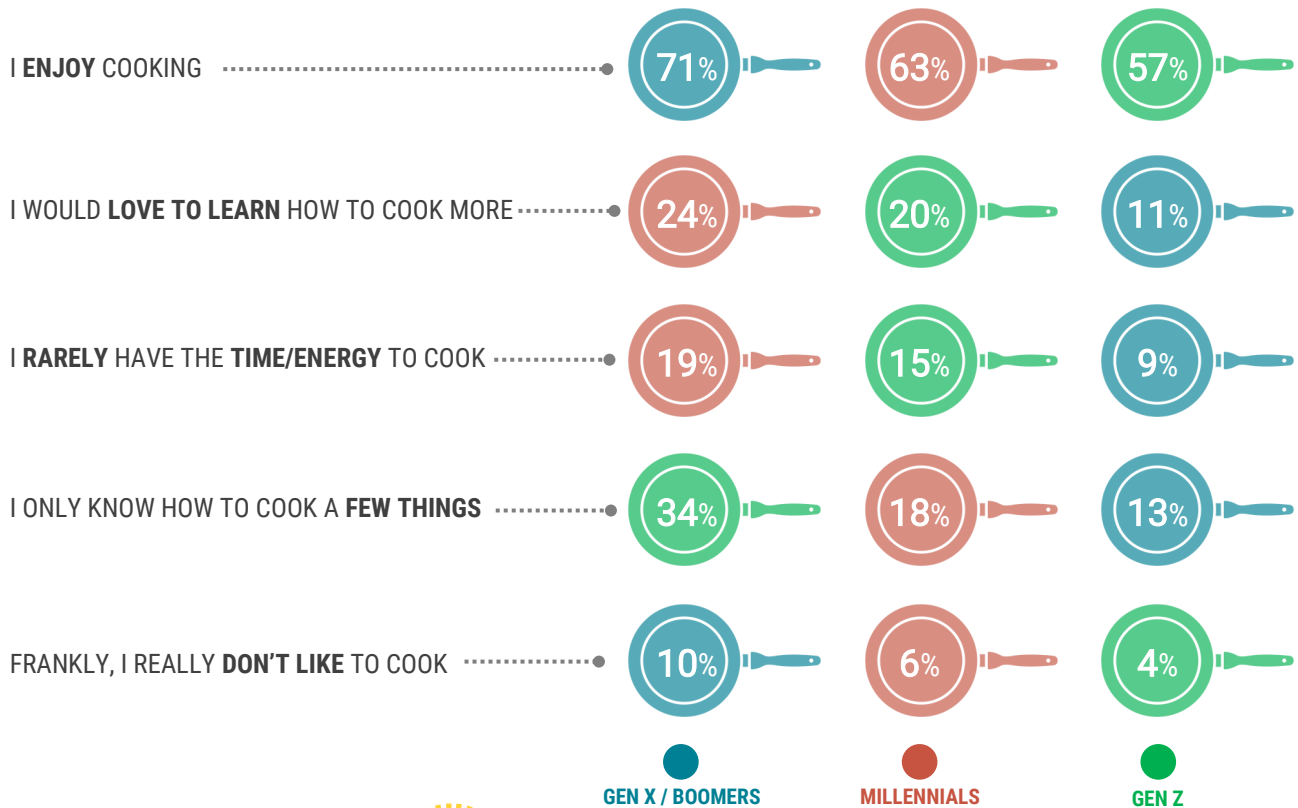


# CONSUMERS' ATTITUDES TOWARD COOKING

Cooking: Lost art? Joyful occasion? Tedious chore? There is much consternation in the food and beverage industry about whether America's consumers love to cook – or not. The answer is not as straightforward as many would hope; it's not a simple yes or no.

## HOW DO YOU FEEL ABOUT COOKING?



Source: [Foodways of the Younger Generations – Millennials and Gen Z 2016 report](#)