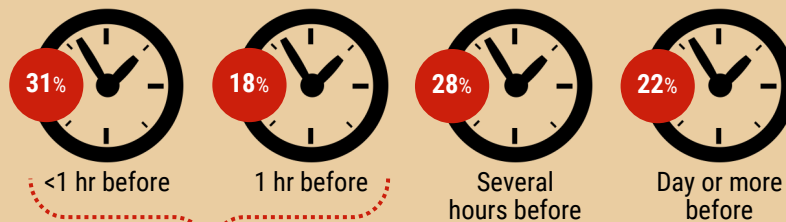


# Making Meals Today: Planning & Preparing Dinner

However much one likes to cook, the reality of cooking is that it involves mental and physical labor at every phase. Consumers don't tend to plan their meals that far in advance, and then the catch is **finding the time** to cook. Most planning and preparation focuses on dinner. Breakfast and lunch are largely driven by habit. Dinner, however, requires multiple inputs related to dietary needs and preferences, ingredients available, skill and time required, time and energy available, household schedules, and more.

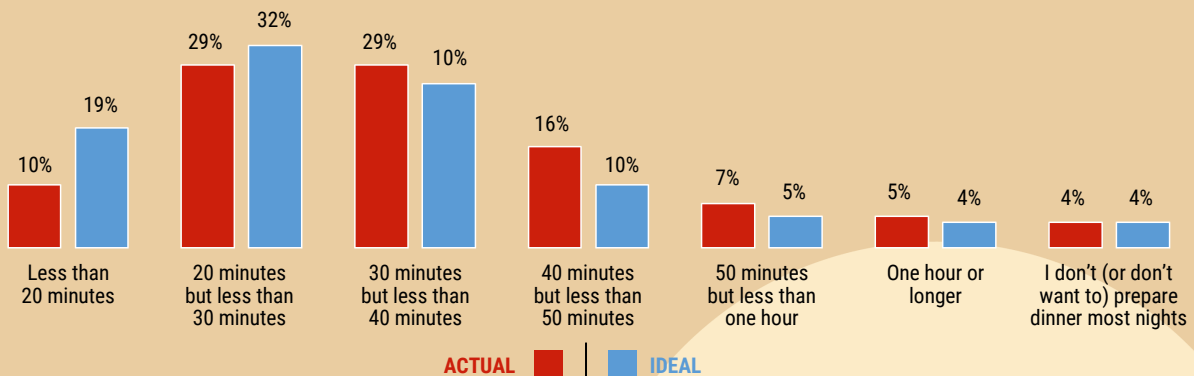
## PLANNING: PERCENTAGE OF DINNER OCCASIONS\*

When Decided What to Have for Dinner



49% of all dinner occasions are decided within an hour of dinner

## PREPARATION: ACTUAL VS. IDEAL LENGTH OF TIME FOR MEAL PREPARATION\*\*



On average, how much time **does it take you** to prepare dinner each night?

**Ideally**, how much time **would** you like to spend preparing dinner each night?

Consumers have adapted the **actual time** it takes them to prepare dinner to meet their **ideal** requirements.



Source:

\*Transformation of the American Meal 2017 report

\*\*Outlook on the Millennial Consumer 2014 report