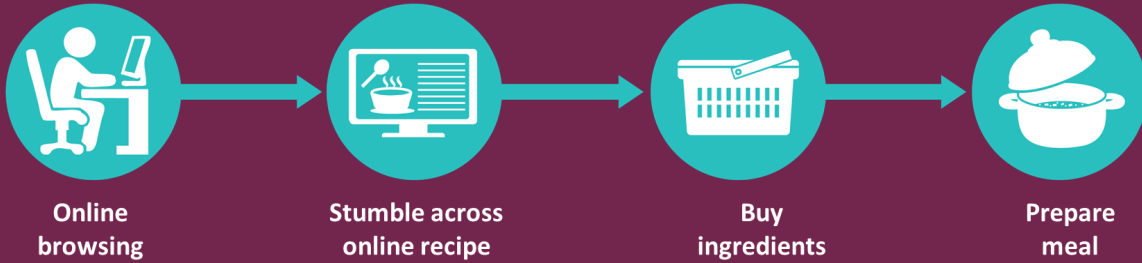


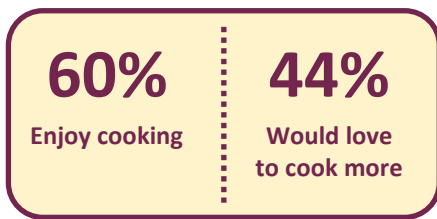
A SNAPSHOT OF MILLENNIALS' ENGAGEMENT IN FOOD & BEVERAGE CULTURE

MEAL PLANNING



Weekly stock-up trips and large baskets are less the norm with a generation that loves to be inspired and make in-the-moment decisions about what's for dinner. **57%** of Millennials decide what to have on a given occasion less than an hour before the said occasion.

COOKING



20-30 mins. The sweet spot for meal preparation among Millennials

Nearly a **fifth** of Millennial parents feel that **40-50 minutes** is an ideal length of time for meal prep, suggesting that cooking is more important for young families.

FOOD SHOPPING VS. EATING OUT

How many food retailer banners shopped?*



*past 90 days

Number of food service/restaurant channels*



Frequency of eating out in a typical month



*past 30 days



41% of Millennials enjoy eating fast food

Source: The Hartman Group's syndicated research reports

- [Outlook On The Millennial Consumer 2014](#)
- [Diners' Changing Behaviors 2015](#)