



MILLENNIAL DINING HABITS



In 2015, Millennials surpassed Boomers and Gen Xers in size. 1 in 3 American workers is now a Millennial.

US Census



30%

of Millennial eating occasions are **OOH**.

CSM/Datassential OOH Eating Study, 2014

Millennials are all-day eaters. While dinner remains their number one meal occasion, Millennials tend to be more active in Breakfast and Lunch occasions vs. other generations.

CSM/Datassential OOH Eating Study, 2014

50%

of Millennials would visit restaurants more often if they provided greater **ability to customize**.



Technomic's Evolving Foodservice Consumer 2016



Millennials are sharing their dining experiences in person and via digital outlets.

CSM/Datassential OOH Eating Study, 2014



39%

told friends and family



12%

took a picture and shared



11%

commented through social media



8%

posted a review

"I would be more likely to order a dessert with my meal if..."

CSM/Datassential OOH Eating Study, 2014



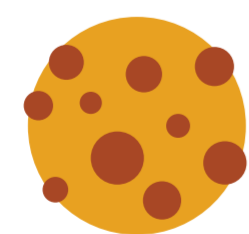
Combo Meal

It was offered as part of a combo meal."



Smaller Portions

It was offered in smaller portions."



Portable Options

It was offered as a more portable option so I could enjoy later if wanted."

51%

of Millennials are more likely to visit a restaurant that offers **new/innovative flavors**.

CSM/Datassential OOH Eating Study, 2014

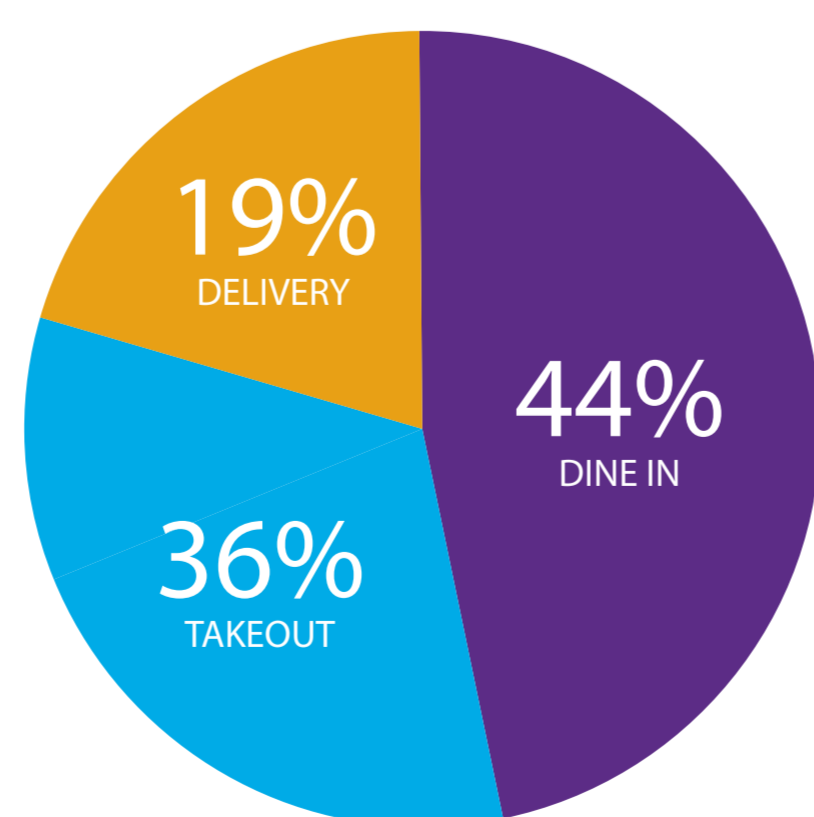
MILLENNIAL TRAITS + PRIORITIES

DIGITAL
DIVERSE
AUTHENTICITY
ETHNIC
LOCAL
CUSTOMIZATION
CRAFT
BELONGING
CHOICE

20%

Almost 20% of food ordered by Millennials is **via delivery**.

Technomic's Take: 2016 Trends



FOR MORE INFORMATION, PLEASE VISIT US AT CSMBAKERY SOLUTIONS.COM, OR EMAIL US AT FOODSERVICE@CSMBAKERY SOLUTIONS.COM.

