

Recipe for Attracting Gen Z Diners

While much attention has been given to millennials, it's time to start considering the next generation of diners - Generation Z. This group, born between 1995 and 2009, includes 68 million¹ diners born in the mid-1990s and is shaping the future of the restaurant industry.



Fast Facts

25%

Gen Z consists of nearly 25% of the U.S. population.

68%

Gen Z-ers dine out once a week.²

\$250B

Gen Z has about \$250 billion in spending power.³

Looking to reach Gen Z diners? Here are a few key ingredients.



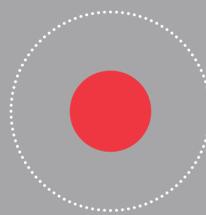
- ✓ 3 pinches **healthy eating**
- ✓ 1 dash **diversity**
- ✓ 2 sprinkles **sustainability**
- ✓ 1 handful **transparency**
- ✓ 3 full cups **technology**



Healthy Eating



Gen Z diners are willing to pay more than other generations for healthy food. Offer healthy menu items and use related keywords such as “all natural” and “organic.”



41%

of Gen Z diners would pay more for healthy food options. This compares to: 32% of millennials and 21% of baby boomers⁴



Diversity



A diverse population, coupled with Gen Z's adventurous taste buds as a whole, means this segment of the population is seeking more diverse menu options.



48%

almost half of Gen Z-ers belong to a minority or ethnic group.⁷



Sustainability



Between sustainably-sourced ingredients, recyclable food packaging and fair treatment of animals, Gen Z diners want to feel socially good about what they eat.



53%

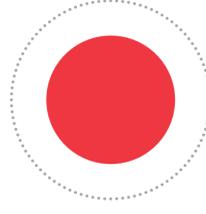
of Gen Z diners say availability of sustainable ingredients impacts where they choose to eat.⁴



Transparency



Gen Z diners are more conscious of exactly what they're eating. Include menu keys and other signage pointing to allergens, nutritional information and any locally-sourced ingredients.



65%

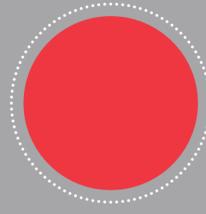
of Gen Z diners want to see nutritional info on menus.⁶



Technology



Create mobile-friendly menus, add digital loyalty programs, engage on social media, accept mobile payments, and offer online ordering and delivery.



88%

of Gen Z-ers have smartphones and demand restaurant Wi-Fi and other technology.⁸

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Sources

¹ FONA 2016 Trend Insight Report

² Technomic Gen Z: Decoding the Behaviors of the Next Generation

³ Gordon Food Service: Gen Z Food Preferences

⁴ Venga: Menu Ideas for Generation Z

⁵ Nielsen's Global Health and Wellness Survey

⁶ Technomic Gen Z: Decoding the Behaviors of the Next Generation

⁷ Marketing Charts

⁸ How Entertainment Technology is Shaping the Restaurant Experience