



Smart ideas to drive profit

# MENUING FOR MILLENNIALS

## THE CONSUMER



The term “millennials” refers to consumers in their **mid-20’s to late 30’s**



**55%** of millennials have kids between 7 and 12 years old



Visits and spends in foodservice are higher among millennials than any other generation (**54%** eat out at least once a week)

## MENU & FLAVOR



When it comes to their food choices, millennials are inclined to experiment, customize, document, and publicize



They like trying new cuisines, dishes, and cooking techniques at home and in restaurants



Millennials prioritize emerging dietary issues (e.g. **gluten-free, dairy-free, and vegetarian/vegan**) more than older customers

## PUT THESE IDEAS IN ACTION

### Customization

Offer a “create your own meal” option by combining any 2 half portions of a sandwich, wrap, soup, salad or pasta. Then add flavors quickly with simple sauces.

**Simple Sauces »**

### Kids’ Menu

Millennial parents are trying new cuisines—and so are their kids. Along with standby favorites, add “familiar ethnic” foods such as ramen, tacos and stir fry to your kids’ menu.

### Dietary Issues

Take credit on your menu by flagging dishes that are free from allergens. Customers will appreciate having their food choices narrowed down before speaking to your servers.

**EXPLORE PRODUCT CHOICES & INFORMATION »**

Sources:  
Datassential 2016 | Iconoculture Values and Lifestyle Survey, Oct. 2016  
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Technomic, Generational Consumer Trend Report, 2016

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