



WHAT STUDENTS WANT

Meeting new needs for a new generation
through the power of food.



WHY SHOULD
YOU CARE WHAT
I HAVE TO SAY?

A close-up photograph of the Muppet character Elmo. He is a bright red, fuzzy creature with a large, round, yellow nose and two large, white, circular eyes with black pupils. He is looking directly at the camera with a neutral expression. The background is a dark, textured grey.

**“ELMO IS JUST CHECKING IN. HOW
IS EVERYONE DOING?”**

“Every morning, I cannot wait to go back to sleep. Every Monday, I cannot wait for Friday to come. Every single day and every single week for life.”

“Elmo I’ve got to level with you baby we are fighting for our lives.”

“I’m at my lowest, thanks for asking.”

“Elmo I’m gonna be real I am at my f*ing limit.”**

“Elmo I’m depressed and broke.”

“NOT FEELING REALLY TICKLED ABOUT LIFE RIGHT NOW ELMO.”

“WIFE LEFT ME. DAUGHTERS DON’T RESPECT ME. MY JOB IS A JOKE. ANY MORE QUESTIONS, ELMO??? JESUS MAN.”

“I’M JUST LOOKING FOR SOMEBODY TO TALK TO AND SHOW ME SOME LOVE IF YOU KNOW WHAT I MEAN.”



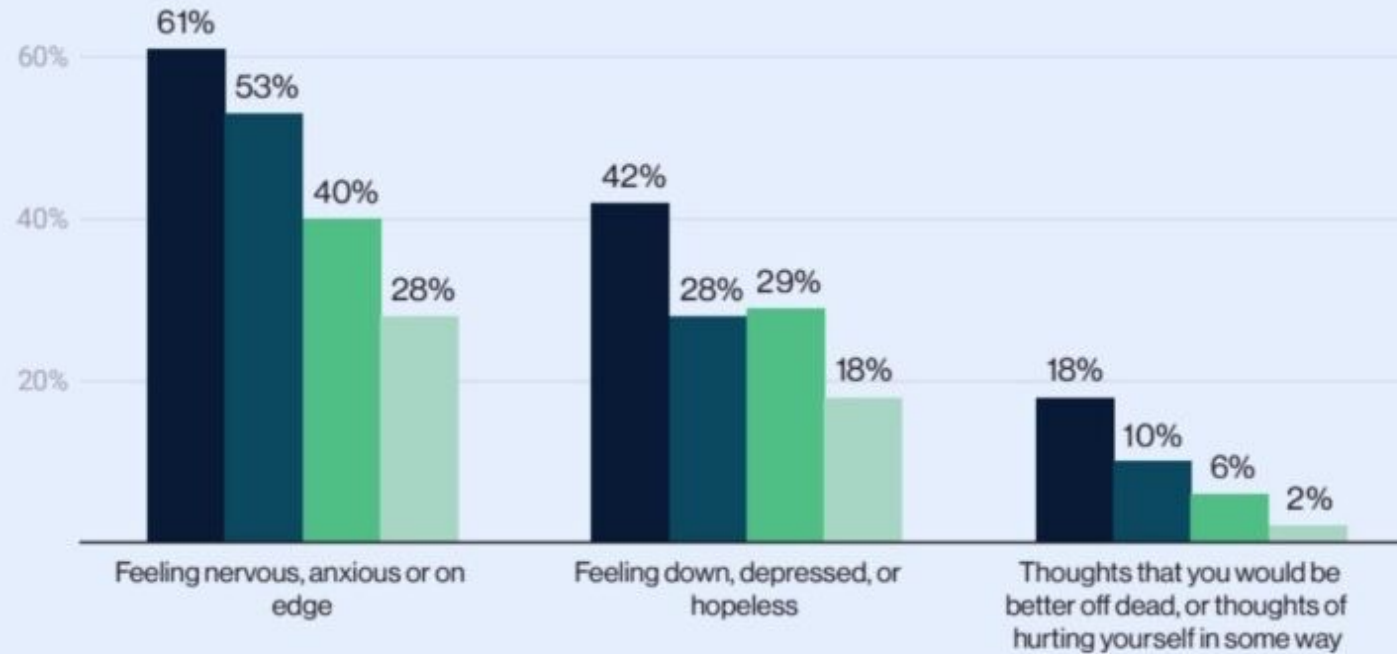
A group of young people, including men and women, are sitting together in a dark, dimly lit room. They are looking down with somber expressions, suggesting a state of distress or grief. The lighting is low, creating a moody and somber atmosphere. The background is dark and textured, possibly a wall or a large piece of fabric.

PTSD Has Surged Among College Students

The prevalence of post-traumatic stress disorder among college students rose to 7.5 percent in 2022, more than double the rate five years earlier, researchers found.

Over the last two weeks, how often have you been bothered by the following problems?

■ Gen Z (15-25) ■ Millennials (26-41) ■ Gen X (42-57) ■ Boomers/Silent (58+)



Net: At least several days

Source: SocialSphere, Inc.

GEN Z IS THE
ANXIETY
GENERATION

School Shootings

Climate Crisis

Loneliness

Economic Worries

Presidential Election

Global Wars

Finding a Job

Physical Appearance

COVID & Other Illnesses

Personal Issues

General Uncertainty

School & Exams

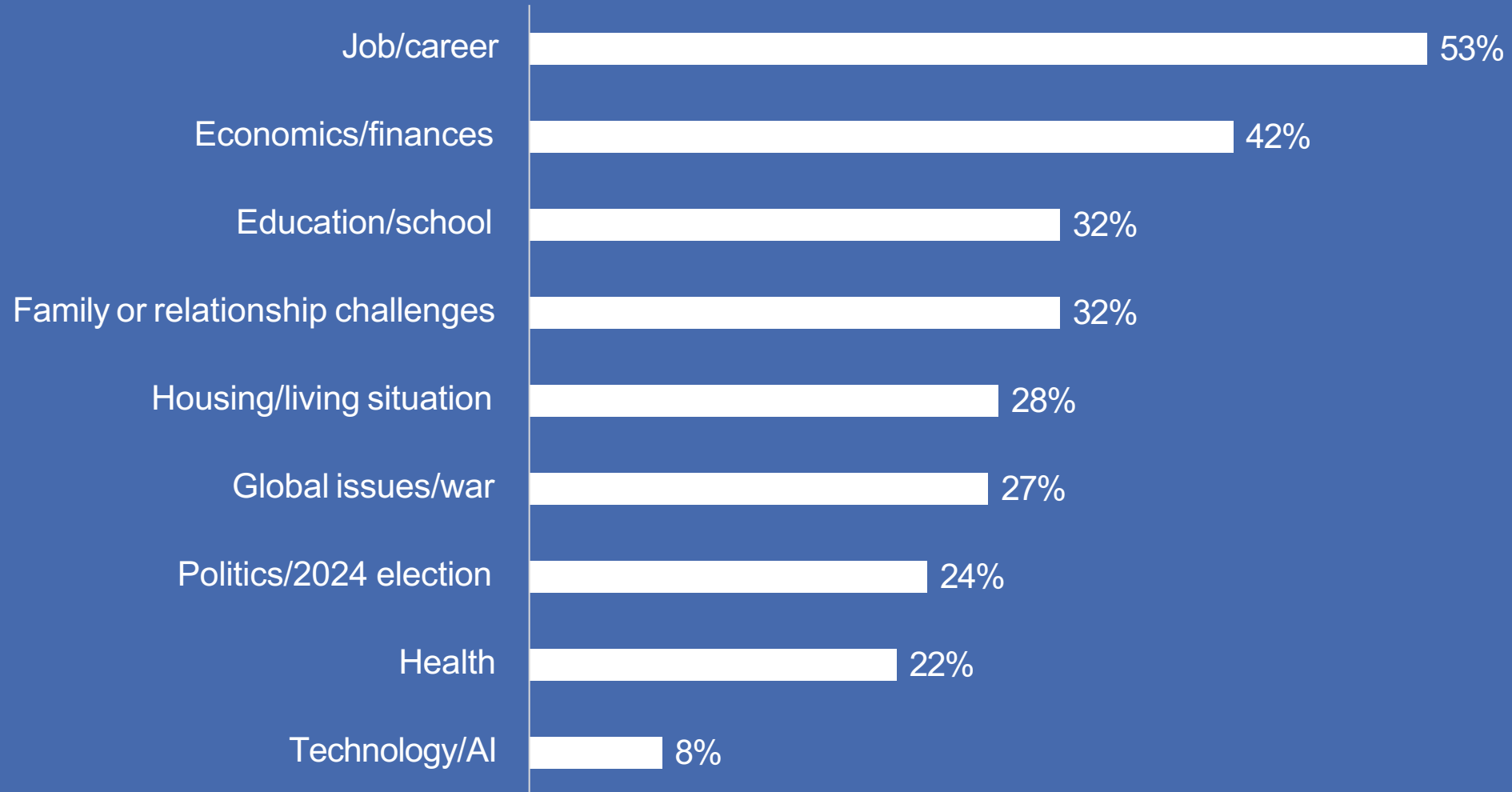


73% of GEN Z SAID THEY WERE AT
LEAST SOMEWHAT ANXIOUS ABOUT
THE YEAR 2024.

37% WERE VERY OR EXTREMELY ANXIOUS.

WHAT IS GEN Z ANXIOUS ABOUT?

You said you are at least somewhat anxious about the year ahead. Which of the following are you most anxious about?



**WE CAN TAKE
CARE OF
STUDENTS
THROUGH
THE POWER
OF FOOD**



HELP THEM
LIVE WELL



**KEEP THEM
HEALTHY**



GEN Z ISN'T ALWAYS SURE WHAT'S HEALTHY



46%



41%



20%



69%



46%

OR WHAT'S UNHEALTHY



54%



32%



35%



51%



40%

**43% OF GEN Z
SAYS EATING
ICE CREAM CAN
BE A FORM OF
SELF CARE**



59% of GEN Z SAYS THEY
DESERVE NICE THINGS

1. **CAVIAR**
2. **STEAK**
3. **LOBSTER**
4. **BEEF WELLINGTON**
5. **SUSHI**
6. **ITALIAN CUISINE
OR FOODS**
7. **EXOTIC FRUIT**
8. **WAGYU**

WHAT IS THE
NUMBER ONE
PREMIUM OR
GOURMET FOOD
GEN Z WANTS
TO TRY?

Caviar Is Now Everywhere, And On Everything

FOOD
**Caviar Is Everywhere These Days—
Even on Your Fried Chicken**
The briny delicacy is more accessible than ever.

The "Real Housewives" diet: Why we are seeing caviar everywhere when Americans can't afford eggs
Even Pringles has released a new caviar-packed speciality box

Near, Far, Caviar
Once a luxury reserved for posh dinners, fish roe has become the snack du jour at restaurants across the country — and it's blurring the lines between casual and formal dining
by [Jaya Saxena](#) | Dec 1, 2023, 9:25am EST

Why Is Caviar Suddenly Everywhere These Days?
Fish roe is showing up on potato chips, in doughnut form, and even as a veggie

By [Rob Kachelriess](#)
Published on 3/3/2022 at 2:36 PM



TREND TOOLBOX



TREAT YOURSELF NIGHT



HEALTHY MOMENTS



MORE EDUCATION

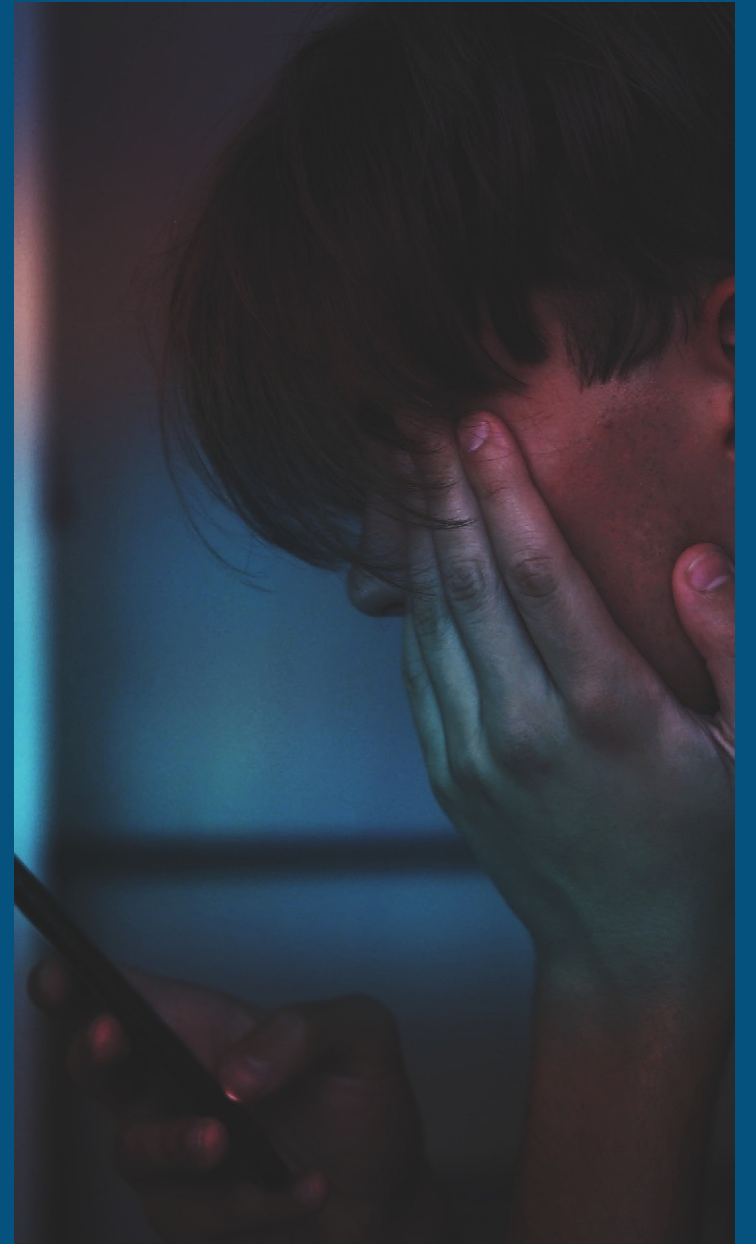
**HELP THEM
CONNECT**



“Loneliness and isolation represent profound threats to our health and well-being. At any moment, one out of every two Americans is experiencing measurable levels of loneliness.”



U.S. Surgeon General Vivek Murthy



43% of GEN Z say they
have spent one or more
days on the couch or in
bed in the past year

BED ROTTING

Staying in bed for extended periods of time —not to sleep, but to do passive activities like eating snacks, watching TV, and scrolling through devices.



IT'S HARD FOR GEN Z TO CONNECT

48%

of Gen Z says it's hard to make friends as an adult

41%

says they didn't eat a single meal with a close friend or family member in the last week

39%

says they wish they ate meals with friends or family more often

30%

says they eat the majority of their meals by themselves



**39% OF GEN Z SAYS
THEY PREFER
TALKING TO A
HUMAN VS. A
SCREEN OR ROBOT**



TREND TOOLBOX



FAMILY & SHARED MEALS



GET THEM OUT OF THEIR ROOMS



CONNECT WITH STUDENTS

**MAKE LIFE LESS
OVERWHELMING**



HALF OF GEN Z
SAYS THEY FIND
MAKING A
DECISION AT THE
SUPERMARKET
OR A
RESTAURANT
OVERWHELMING

TOO MANY CHOICES,
LOUD, OVERWHELMING,
LACK OF INFO,
NAVIGATING DIETS,
EXPENSE





It's My Party and I'll Read If I Want To

Reading Rhythms bills itself as a series of “reading parties,” where guests read silently for an hour and chat with strangers about the books they brought. (Just don't call it a book club.)

83% of GEN Z SAYS THEY
HAVE TROUBLE DECIDING
WHAT TO HAVE FOR DINNER
AT LEAST 1 DAY A WEEK



84% of consumers have looked for something to eat in the pantry or refrigerator, decided there was nothing good, and then gone back later to check again.

USE TECH TO SOLVE STUDENT NEEDS

49%

of Gen Z says they want tech to make it easier to customize their meal

46%

says they want tech to make the overall cost of a meal cheaper

40%

want tech to make their visit easier or more stress-free

39%

want tech to help speed up payment



TREND TOOLBOX



QUIET SPACES



”EASY DECISION” AIDS



DO A TECH AUDIT

HAVE FUN



“The **staff from Beauty and the Beast**. That grand meal looks so good.”

“**Elizabeth from Lessons in Chemistry** because she makes all her food from scratch and it’s healthy for you.”

“**Monica Geller from Friends** because I trust she would be very clean and hold herself to high standards.”

”**Princess Tiana**. She’s passionate about cooking!”

“**Hannibal Lecter**. He makes many gourmet and new items.”

“**Gordon Ramsay**. He has spunk!”

”**Sanji from One Piece**, since he is stated to be an incredible cook.”

“Choosing **Remy from Ratatouille** as a personal chef could lead to a delightful and adventurous culinary journey.”

“The **rat from Ratatouille**, obviously.”

”**Ratatouille** to make cooking fun and he could live in my hat while I cook.”

“**Ratatouille!** He takes pride in his foods and doesn’t stop until it’s right!”

IF YOU COULD
HAVE ANY
FICTIONAL
CHARACTER AS
YOUR PERSONAL
CHEF, WHO WOULD
YOU CHOOSE?

1. Pizza
2. Chicken dish
3. Pasta
4. Chocolate / Dessert
5. Mexican food / dish
6. Burger
7. Seafood
8. Sushi
9. Beef / Steak
10. Ice cream
11. Other Asian food / dish
12. Fruit
13. Breakfast food / dish
14. French fries
15. Mac & cheese
16. Snack food
17. Italian food / dish
18. Cheese
19. Chinese food / dish
20. Fast food place / dish

GEN Z'S FAVORITE FOODS



TREND TOOLBOX



BOLD FLAVORS



PUSH THE ENVELOPE



**HAVE FUN WITH YOUR
TEAM**

**THE POWER OF FOOD &
HOSPITALITY CAN MAKE STUDENTS
HAPPIER, HEALTHIER, AND MORE
CONNECTED**

THANK YOU

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MENU MATTERS
— *Food Insights That Matter* —