

## ***Short Takes***

*Dining Insights*, Summer 2016

### **Snacks, Both Healthy and Not, Are Half of All Food Occasions**

**Ninety pct.** of consumers snack multiple time a day and snacks represent half of all food and beverage occasions, a study by Hartman Group, a market research firm, found. Millennials snack 1,000 times a year and boomers 1,200 times, Hartman says.

◆ **Asking the right questions**, whether it be with customers, employees or key stakeholders is essential to building great solutions.  
- Cindy Novak, president. CL Network, writing in *Food services Professional Network*

◆ **“Millennials** are very social. They like to share experiences with friends and they like to dine in groups,” says Kim Lopdrup, CEO of Red Lobster, named the favorite of 18- to 24 year-olds among 173 restaurants in a *Nation’s Restaurant News* survey. - *Business Insider*

◆ **Sorry**, there’s nothing magical about breakfast. As with many other nutritional pieces of advice, our belief in the power of breakfast is based on misinterpreted research and biased studies.  
-Aaron E. Carroll, writing in *The New York Times*

◆ **Consumers** are increasingly “choosing their own balanced, personal approach to health and wellness that makes them feel good emotionally and physically,”  
- Kelly Weikel, Director of Consumer Insights at Technomic, quoted in *Restaurant Business*

◆ **“Every chef** loves to go out and indulge in something that is simple and casual. It’s the soul of what we love to do.”  
- Chef Matthew Peters, quoted in *FSR.com*

### **Dining Trends**

◆ **Growing demand** for meat from animals raised more slowly reflects a broader shift in consumer tastes for food and farm practices regarded as more humane and natural.  
- Kelsey Gee, writing in *The Wall Street Journal*

◆ **“Probably** the most persuasive trend influencing the food and beverage industries is clean-and-clear labeling . . . Consumers want recognizable ingredients[;] they want a short list.”  
- Jeannie Swedberg , Tree Top, Inc., quoted in *Snack Food & Wholesale Bakery*

◆ **“Americans are eating** more snack foods at mealtimes, driven largely by the 38 million who live alone, according to NPD Group and singles often chose their snacks based on concerns about health and weight.”  
-Janet Forgiveve, writing in *SmartBlog.com*

◆ **Ice cream sandwiches** will be this summer’s top trend, the market research firm Mintel predicts.  
-*Food Institute Reports*

◆ **Sparkling water** sales are up more than 15% over the past four years. The overall carbonated beverage category declined 1% during the same period, led by a drop in diet soda sales, which fell nearly 5%.  
- Nielson.com *Insights*

◆ **Coffee sales** were up 8.7% between 2014 and 2015, according to market research firm Mintel.  
- *QSR.com*