

MEGATRENDS IN AMERICAN FOOD CULTURE

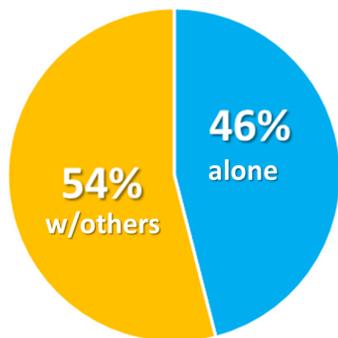
CHANGES IN EATING OCCASIONS: EROSION OF MEAL RITUALS

Across the broad landscape of American food and beverage culture, we see the breakdown in formal rituals of eating. The pace of food trends will accelerate under normal economic conditions, since the retardant effect of meal ritual/tradition is weakening — there are fewer barriers to individual change.

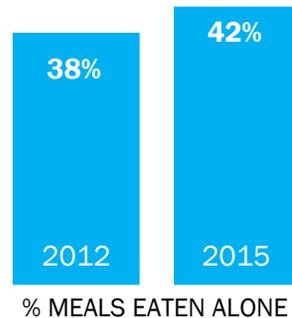
THE AMERICAN DINNER

THE AMERICAN DINNER IS THE PERFECT EXAMPLE OF THE EROSION OF FOOD RITUAL. WE ARE WITNESSING THE ENTIRE PACE OF TECHNOLOGY AND SOCIAL LIFE SWING TO 'JUST IN TIME,' 'LAST-MINUTE' DINNER PLANNING THAT HAS CAUSED LABOR-INTENSIVE MEAL PRODUCTION TO BE DEPRIORITIZED.

We are eating more and more alone...



Alone eating has slowly, steadily increased...



Hartman Food & Beverage Occasions Compass Database analysis 2016

MEAL PREPARATION

CONSUMERS' PRIORITIES HAVE SHIFTED AWAY FROM REINFORCING SHARED FOOD RITUALS AT HOME TO LEISURE ACTIVITIES AND CATERING TO INDIVIDUAL FOOD PREFERENCES.

24%

of dinners are made from scratch, even though watching cooking shows is more popular than ever.

60%

of families cook multiple meals/dishes to cater to individual tastes.

53%

of dinners are planned within an hour of eating. There is less meal planning in advance.