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6 ways Gen Z will disrupt dining



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By Patricia Cobe (/profile/patricia-cobe)

June 9, 2016

Intense connection with food



For Gen Z eaters, “Food is play, to be discovered and shared,” said June Jo Lee, VP at the Hartman Group, a research company that studies foodservice trends and insights. The internet and mobile technology have made it possible to “eat from the fringe”—to have access to a whole world of tastes, she said, enabling these young diners to become more engaged with food than their predecessors.

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Almost half—46%—of Gen Zers are nonwhite, noted Lee. Add that statistic to the nearly 1 million international students now in U.S. universities, and college chefs—already skilled at cooking a wide variety of ethnic cuisines—will have to take a deeper dive into authenticity and food culture.

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The Gen Z students coming onto campus want to make a positive difference in the world. They grew up caring about animal welfare, sustainability and fair trade, and the panelists agreed that this generation continues to embrace and crusade for these causes and more.

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