

HOW

THE YOUNGEST GENERATION IS CHANGING FOOD AWAY FROM HOME

RESEARCH SUGGESTS THAT NAME-BRAND ITEMS ARE IMPORTANT TO GEN Z, WHO MAY VIEW THEM AS HIGHER IN QUALITY AND COMFORTING

meet GENERATION Z



Born
1993-2003

Many college students today are part of Gen Z



Most ethnically diverse generation



Digitally connected



Favorite way to interact with restaurants = Facebook

Fun fact: They use Instagram, Snapchat and Tumblr more than other generations

why they're important

37%

of older **GEN ZERS** are eating at restaurants more than they were in previous years

83% go to fast food restaurants at least once a month

56% go to fast casual restaurants at least once a month

Appealing to them now can make a positive impression as they become more influential spenders

71%

of consumers believe Butterball is more premium than the average meat brand

64%

are ordering more healthy dishes than they were 2 years before

what they crave

They're attracted to "CLEAN," "NATURAL," "ORGANIC" and "HORMONE-FREE"

they believe **antibiotic-free** is healthier (60%)
tastier (42%)
associated with **clean eating** (38%) and wellness
worth paying more for (37%)



To help you meet the growing demand for natural, cleaner labels, we're proud to offer a *no-antibiotics-ever* line of turkey, Farm to Family® by Butterball®. From turkey burgers to turkey breasts, these products can help you give Gen Z diners the options they're seeking—and feel good about doing it.



SERVE WITH CONFIDENCE.®

To learn more about Farm to Family, visit butterballfoodservice.com/farmtofamily or email us at foodservice@butterball.com.

The sample of Gen Z respondents may not be reflective of the overall U.S. Gen Z population because of the large percentage still under the age of 18.