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BABY BOOMERS

The Lost Demographic

Much of the media has been focused on millennials these days, but you might be surprised that there is another generation that deserves full consideration – baby boomers. With only 5% of traditional marketing focused on reaching boomers, it's easy to appreciate how this demographic has gotten lost. But boomers are much too valuable to be ignored. They have more, they spend more; and the foodservice Operator who understands what motivates them to dine out is going to enjoy more of their business.

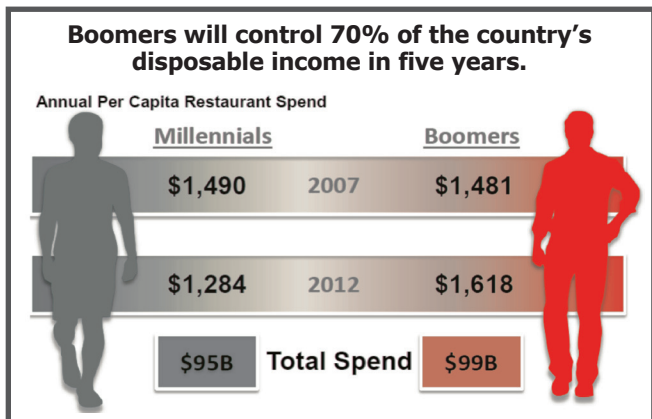
According to the U.S. Census Bureau, baby boomers were born between 1946 and 1964, which means the youngest of the boomers will be turning 50 this year. The 50-plus segment consists of more than 100 million consumers and is expected to grow by over 34% by the year 2030, compared to the millennials who are only expected to grow by over 12%. And while millennials have decreased their restaurant spend and visits, boomers have continually increased theirs.

they like, boomer's continue to go back. In fact boomers are twice as likely to visit a full-service restaurant because "that's where they always go."

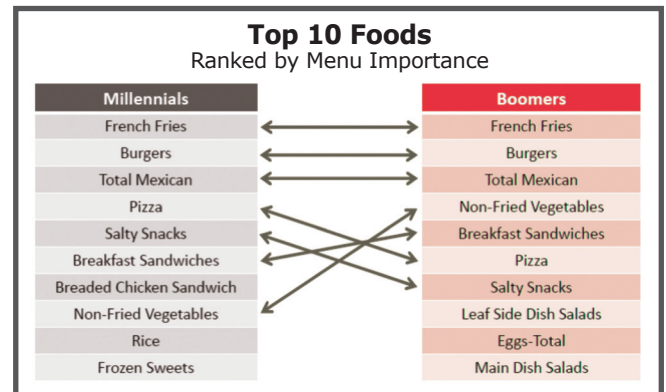
And because boomers are creatures of habit, it makes them extremely loyal especially to their favorite restaurants. Loyalty programs that reward them for frequent visits and for bringing in a friend are good ways to target boomers.

Eating Younger

Baby boomers are not only looking for friendly environments that allow them to be social but also menus that allow them to indulge and "eat younger." You will find that boomers are ordering much of the same food items as the younger generations, such as burgers, fries and anything Mexican. Yet wellness, vitality and longevity are top-of-mind. The key is to offer food substitutions and customizations; this way boomers can choose to either be health-conscious or indulgent.



Source: The NPD Group Inc./CREST®, Understanding Changing Consumer Trends to Better Drive Sales, IFDA Smart Conference, 2014



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Looking for the A+ Experience

Baby boomers like to frequent restaurants where they are known by name and are offered the A+ experience. They define A+ as making them feel welcomed, comfortable and appreciated. Simple changes like lowering the music, turning up the lights and having outstanding customer service can greatly influence where they dine. Boomers are also choosing restaurants that make it easy to socialize with their friends and family. And once they find a restaurant

Tech-Savvy

Boomers grew up in the age when technology was taking off and they now are continuously embracing new technological advances. They represent one-third of all online and social media users. Boomers use smartphones and other devices because they offer many advantages like speed, convenience and the feeling of being connected. Things such as online ordering or kiosk ordering appeal to the boomers who appreciate these conveniences.

Key P.A.T.R.O.N.® Segments

Social Butterflies

- Ages 55-65
- Married or older singles
- Love a lively atmosphere and want to have a good time with friends, family and new acquaintances
- Health-conscious but desire more adventurous, trendy and craveable foods
- Restaurants can be like a second home

Traditionals

- Age 45+
- Mix of singles, married, divorced, widowed and separated
- Follow a routine and like things that are familiar to them
- Seek routine dinners with spouses or quick bite on the way
- Enjoy very familiar foods, generally order the usual
- Like speed, convenience and consistency

SIDE DISH

Source: ConAgra Foodservice
Proprietary Food Away
From Home Study, 2009

Patron Key Issues

Baby boomers need not be a lost demographic. With just a little special attention, it is easy for Operators to attract this group. Simply making them feel comfortable in their away-from-home experiences and rewarding their loyalty are great places to start. This patron group is tech-savvy and can be reached via social media channels as well as through traditional advertising vehicles.

For more targeted recommendations to grow your business, ask your ConAgra Foodservice representative for a customized P.A.T.R.O.N. profile report.

THE P.A.T.R.O.N.®
Personalized Analysis Targeting Restaurant Operator Needs

Top 5 Actions

1. Offer menu items that can be easily customized such as dishes where the patrons choose the ingredients – this way they can decide if they want to eat healthy or they want to indulge.
2. Arrange your dining area as a place to be social. Keep background music at a level where patrons can easily converse and consider adding long communal tables for larger parties or as a means to foster socializing.
3. Make it easy for boomers to order. Ensure lighting is adequate and consider creating a stand-alone features menu in larger font to promote daily specials or highlight popular dishes in a larger font for boomers. Of boomers, 39% say it is difficult to read menus.
4. Encourage boomers to engage with you through social media by allowing them to sign up for your emails or newsletters. Also offer Wi-Fi to help them stay connected with you, their friends and their family.
5. Get the full benefit of boomers' extreme loyalty by offering a rewards card or loyalty program. Create rewards that recognize their frequent visits and their eagerness to try new dishes.



to go...

Sources: NPD Crest, Foodservice Industry Overview, August 2012
Nielsen Company & BoomAgers, Introducing Boomers: Marketing's Most Valuable Generation, 2012

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