



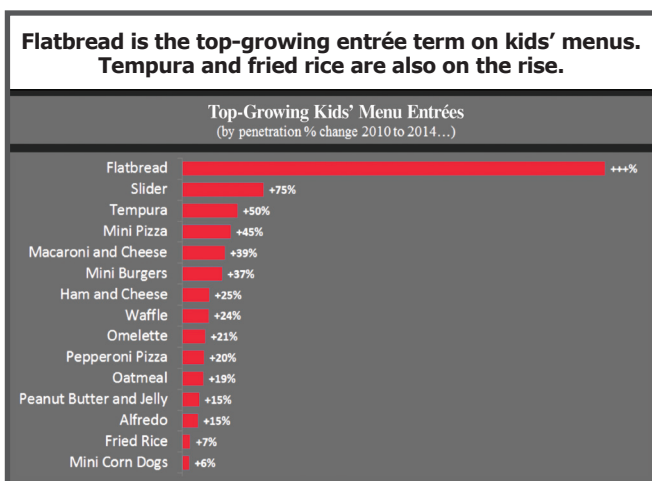
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kidZ: Get to Know Generation Z

Although millennials are all the buzz today, Generation Z is following close behind. Generation Z includes all persons under the age of 21, and across that age span you will find distinctly different life stages. Consider this: While some Gen Zers are enrolling in college others are still ordering kids meals with their parents. No matter their age, members of Generation Z are in the process of forming attitudes and preferences that are likely going to last a lifetime. Understanding this emerging consumer can help an Operator better prepare for tomorrow's restaurant patrons.

MenuZ

Generation Z is projected to be the last Caucasian majority in the U.S. This will be one of the most ethnically diverse groups in history, and Gen Zers will expect their menu options to be as well. Whether Gen Zers are eating with parents or dining independently, the traditional American menu is going to need a makeover to appeal to this multicultural group. Take for example pizza and chicken fingers. These staple menu items are already starting to get an ethnic twist with the introduction of flatbreads and tempura.

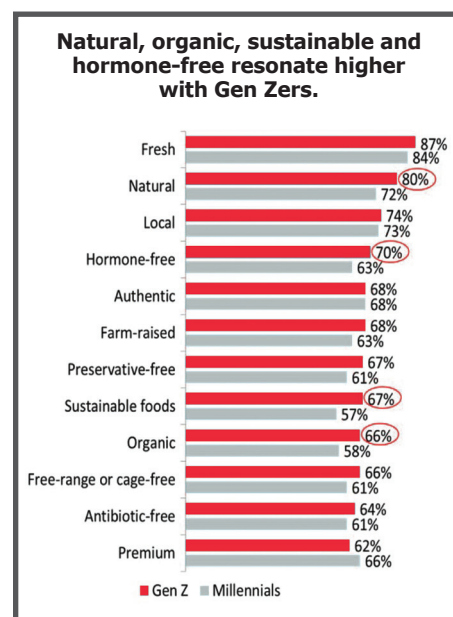


Source: Datassential, Kids Menu, 2014

And, much like their millennial counterparts, Gen Zers want what they want when they want it. This is especially true with their menu choices. Gen Zers are going to expect the ability to customize everything on the menu, from their entrée to their beverage, and they are going to want it on deal. They purposely seek out high-value opportunities where they get the most for their money.

Socially ConsciouZ

Generation Z places high importance on restaurants to be more socially responsible with both sustainable practices and foods. In fact 53% of Generation Z would more likely visit a restaurant that offered sustainable foods. And members of that group state that they are more likely to purchase items described as "fresh," "natural" and "local" compared to millennials.



Source: Technomic, Consumer Food Trends, Issue No. 5, 2014

Service ExpectationZ

Gen Zers have been fully immersed in streaming and surfing since they were very young. This on-demand life has produced a level of expectations and impatience to have everything available immediately. They expect services such as the ability to check wait times or add their name to a waitlist and restaurant details such as menus and reviews to be available online. Of any generation, Gen Zers place the highest importance on fast service and the ability to place orders online. Operators will need to ensure that they stay on top of technological advancements (iWatch, anyone?) to focus efforts on speed of service and keep their restaurant top of mind on social media and the Internet.

Key P.A.T.R.O.N.® Segments

Fretful Parents

- Ages 35-44
- Married
- Look for casual, kid-friendly restaurants
- Wide variety of food to satisfy everyone
- Want the visit to be uneventful and fast

Fun Parents

- Ages 21-44
- Married
- Place a big emphasis on showing the family a good time
- Reward themselves and family with special treats and a way to show family love and make memories
- Restaurants with shareable, family-friendly menus
- They may eat as late as midnight and are not confined to early dinners with the kids

SIDEDISH

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

Patron Key Insights

Families dining out declined during the recession but they are now starting to recover. Operators who want to capture this traffic will want to offer a kid-friendly establishment that will satisfy both the parents and their children. Although mom and dad have the final decision, their Gen Zers have a strong voice in choosing the restaurant.

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. Transform classic dishes from traditional to more global fare. Feature menu items that can be easily customized so Gen Zers can add the flavors that appeal to them – such as Mac & Cheese with tempura shrimp or Thai chicken.
2. Embrace technology. Create an app that allows Gen Zers to create their own dish and submit their order before they arrive. Encourage them to customize their order and then to share with friends and family on social media.
3. Share your sustainability story. Incorporate descriptors into your menu with words such as “natural,” “organic” and “hormone-free” that highlight the sustainable foods being used. Use your website to convey sustainable practices being used in your operation.
4. Focus efforts on speed of service. Offer the ability to order online, place your name on the waitlist or pay from your phone.
5. Drive traffic by creating a “value buzz” on social media that promotes combo meals which include several options like an entrée, dessert and drink for a set price.



to go...

Sources: Technomic Inc., The Generational
Consumer Trend Report, 2014
QSR Magazine, Don't Forget Gen Z, 2014

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