

TODAY'S FOOD CULTURE

Welcome to a new renaissance in food and beverage culture. Consumers have transitioned away from the uniformity of traditional practices and are now fully engaged in a vibrant participatory culture. Consumers believe the world revolves almost completely around them, their activities, their imagined desires and how they would like their world to look (and work).

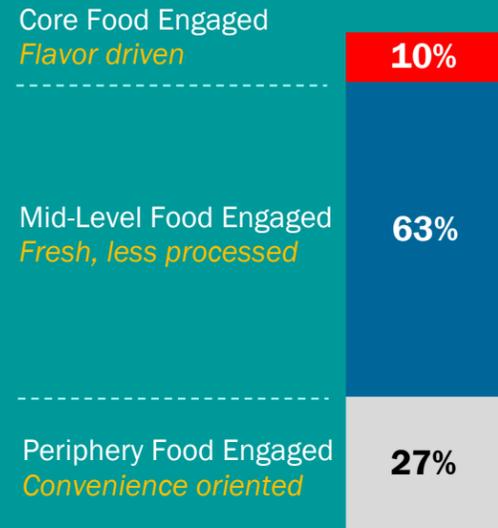


CULTURE 101

GREATER FOOD CULTURE. Culture is made up of the social forces that shape and give order to our world. Contemporary food culture represents the sum total of values, ideas, practices, preparations, techniques, actors and everything else that allows us to make sense of the world of food and beverage.



WORLD OF FOOD SEGMENTATION



Food values: culinary distinctions; deliciousness; transparency

Food values: better than; expanded variety; "control over what I put in my body"

Food values: familiar taste; convenience; price

CULTURAL EVOLUTION

Traditional Culture
Quality as uniformity

Modern Culture
Quality as transformation

- Planned
- Rational
- Utilitarian
- Serious
- Predictable
- Functional
- Economical

- Participative
- Experiential
- Special
- Authentic
- Adventurous
- Pleasurable
- Diverse



Packaged / Processed

Fresh

CULTURAL APPARATUS

The **Cultural Apparatus of Food** is the context and dynamics of change, and it includes everyone in the business of food and beverage. The Cultural Apparatus influences how we think about food and who has a say in what is good to eat and drink.

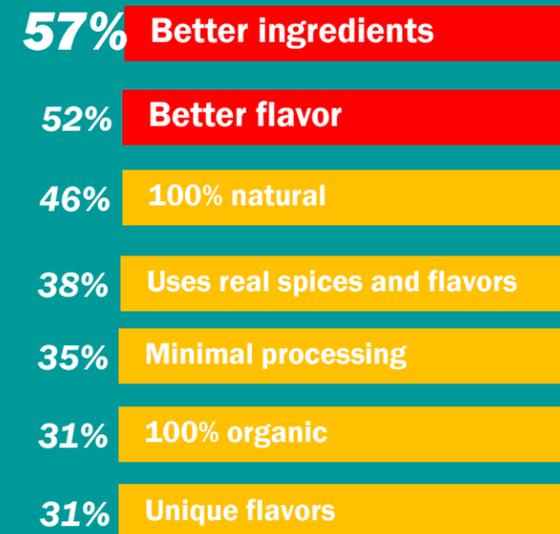
25%

One in four smartphone users read restaurant reviews or ratings online at least weekly.



WHAT HIGHER QUALITY IN FOOD & BEVERAGE MEANS

Top 7 Attributes



"Better" is the #1 and #2 characteristic that consumers associate with higher-quality food and beverage products.

EVOLVING FOOD CULTURE—NEW ROUTINES

Consumers have more variety in their daily eating routines than ever before. They do not want the same familiar foods all the time. They are seeking inspiration for fresh food ideas.

Consumers are:

- Trading up for higher-quality food and beverage experiences
- Trading down to accommodate time and money constraints, picky eaters or food nostalgia
- Trading out familiar/familial foods for new and different ones
- Trading in new ways of eating, making or sharing foods and beverages

Drivers of food choice include: fresh, less processed, transparency, healthy, culinary exploration, cooking skills and need for variety.

