



# ADAPTING TO TODAY'S "NEW HEALTHY"

Volume 1, Issue 4

The quickly changing and blossoming world of health and wellness makes tracking this foodservice macro trend one of the most difficult yet important. Fads such as the popular 1970s grapefruit diet may be out, but ever since, we have seen countless waves of better-for-you trends emerge across various foodservice segments. In this whitepaper, we'll shed insight into the evolution of nutrition, how consumers perceive health and what to keep in mind about health when crafting menus.



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# Evolution of Health and Wellness

First up, let's be clear: Indulgent foods aren't losing favor with consumers. However, more individuals are purposefully making better-for-you choices away from home, based on their individual understandings of health. One reason for this change may be because consumers increasingly rely on foodservice, driving them to order more nutritious items in place of home-cooked meals. Another driver for improved eating habits includes better taste perceptions of healthy items compared to years past.

## Defining the Generations

**Gen Z:**  
Born before 1992

**Millennials:**  
Born between 1977-1992

**Gen X:**  
Born between 1966-1976

**Baby Boomers:**  
Born between 1946-1965

	Purchased Healthy Options (4 Years Ago)	Purchased Healthy Options (Today)	Thinks Healthy Foods Taste Better Than 2 Years Ago
Gen Z	21% → 44%	38%	
Millennials	39% → 39%	50%	
Gen X	29% → 39%	48%	
Baby Boomers	35% → 39%	39%	

Base: 1,500

Source: Technomic Healthy Eating Consumer Trend Reports

But health is a dynamic and fluid concept. Over time, consumers develop new perceptions about nutrition that cause them to view better-for-you options in different ways. In fact, 42% of consumers overall—including 49% of Gen Zers and 50% of millennials—say their definitions of health have changed in the past two years. So how have these distinct understandings of health evolved?



### Weight Management

Low or no calories, carbohydrates, fat

Early 2000s



### Clean Eating

Fresh, natural, real, organic

Mid-2000s



### Functional

Antioxidant-rich, immunity-boosting

### Plant-Based

Center-of-the-plate veggies, pulses

Present Day

Weight management is the health trend of yore, with health cues since shifting to clean eating. In fact, all generations now list natural ingredients as the top claim they most seek out on menus when ordering better-for-you items.

Looking to the future, however, functional foods and plant-based foods are poised to dominate menus. Let's examine each trendlet:

## Functional Foods

### ■ What are they?

Items that have a positive effect on one's health, such as high-energy or nutrient-rich

### ■ Why is it trending?

Consumers are increasingly taking a more individualized and holistic approach to health, including thinking about how foods and beverages affect their mental, emotional and physical well-being



## Plant-Based Foods

### ■ What are they?

Vegetable-centric dining and imitation meats, especially plant-based beef products

### ■ Why is it trending?

Younger consumers are driving increased focus on sustainable products across the food industry, and plant-based options specifically address environmental and animal welfare concerns



# Health and Wellness Attitudes

Younger consumers are largely driving the present and future stages of the health evolution. For example, millennials are propelling the clean-eating movement, with natural and unprocessed foods as high skewers. And Gen Zers—who are estimated to comprise the largest generation of consumers by the year 2020, per Forbes—skew prominently for foods with functional benefits, such as stress-relieving, immunity-boosting and improved alertness. On the other hand, Gen Xers and baby boomers are the most likely to look to weight management and nutritional claims, such as full servings of fruits or veggies or low-sodium and low-fat.

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# Health Superlatives

Guess which generation agrees most with each statement.

- 1 Health is very important in my decision of which restaurant to visit.
- 2 I would be very likely to order healthier options at restaurants if they were offered.
- 3 Restaurants can offer healthy food in a way that will still taste good.
- 4 I skip desserts or appetizers to eat more healthfully.
- 5 It costs too much to order healthy options at restaurants.
- 6 I am more likely to visit a restaurant that offers healthy options for children.
- 7 I am more likely to visit a restaurant that offers some healthy options, even if I don't end up ordering a healthy choice.
- 8 I would like restaurants to be more transparent about what's in their menu items.



Food or beverage described as \_\_\_\_\_ is healthier.

(By generational skews)

GEN Z	Fresh Low-calorie Low-carbohydrate Low-sugar Having other functional benefits (e.g., immunity-boosting, improving alertness, etc.) Stress-relieving	MILLENNIALS	Gluten free Natural Sustainable Seasonal Unprocessed Vegan GMO-free High in antioxidants Containing probiotics Free-range or cage-free (for meat or eggs)
	Authentic Homemade/housemade Local Low-sodium/salt Low-fat Organic Real Clean Vegetarian Antibiotic-free Containing no artificial sweeteners		Low-cholesterol Aiding digestion Hormone-free Preservative-free Containing a full serving of fruit Containing a full serving of vegetables Grass-fed (for meat) High in protein

Past health cues around weight management and nutrition still resonate with a lot of individuals and, in many cases, consumers have broadened their definition of health over time to incorporate the latest trends while still maintaining the significance of past trends.

- 9 I consider some types of fats to be good for me.
- 10 I would like more restaurants to offer dairy alternatives.



## KEY

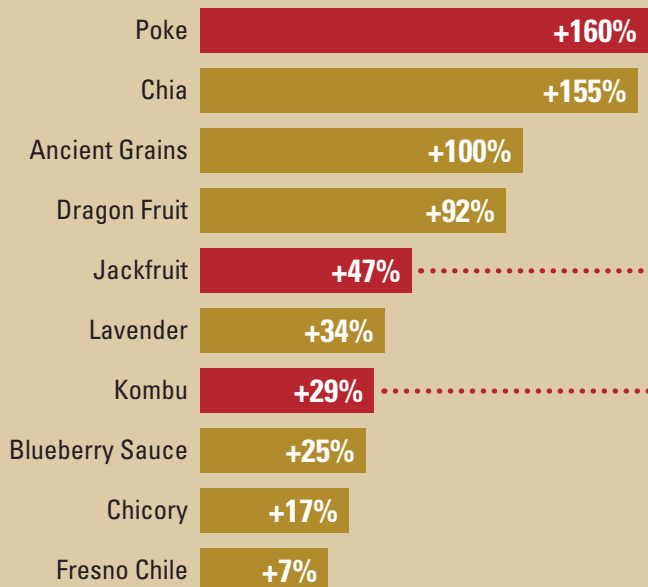
1. Millennials 2. Gen X 3. Gen X 4. Baby boomers  
 5. Gen Z 6. Millennials 7. Gen X 8. Millennials  
 9. Millennials 10. Gen Z



# How Today's "New Healthy" is Manifesting on Menus

Even though individual consumers prioritize different health cues, you needn't be overwhelmed with trying to modernize your menus to fit current definitions of health. Having a grasp of on-trend ingredients can guide menu development. And luckily for you, the ingredients on the rise directly reflect the health trends of today and tomorrow—they're functional superfoods or they fall into the plant-based category trend, or both. Let's take a look at the menu items that are seeing substantial growth today.

## Healthful Ingredients on the Rise



Base: Q2 2014-Q2 2018  
Source: Technomic MenuMonitor  
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## MANY OF THESE NUTRITIOUS INGREDIENTS HAVE BROAD APPEAL ACROSS GENERATIONS

Here's a closer glimpse at a few notable on-trend nutritional powerhouses.

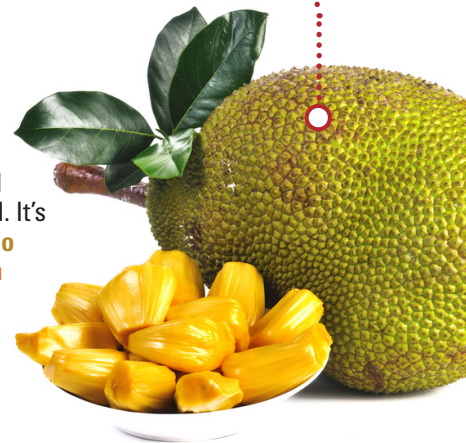
### Poke

The Hawaiian diced raw fish dish (typically tuna) has plenty of good fats, especially heart-healthy omega-3, which **helps fight depression** and anxiety. It's also **low-fat** and **high in protein** and **antioxidants**.



### Jackfruit

It's considered by many to be the next big meat substitute, as it resembles pulled pork when barbecued. It's **high in protein with no cholesterol, free from saturated fats, highly sustainable** and **strengthens the immune system** while providing energy.



### Kombu

Prevalent in Japanese cuisine, the umami-rich seaweed has a plethora of benefits: it **improves digestion**, is a **natural flavor enhancer**, is traditionally sold **organic** and is high in vitamins A and C, which **supports immunity**.



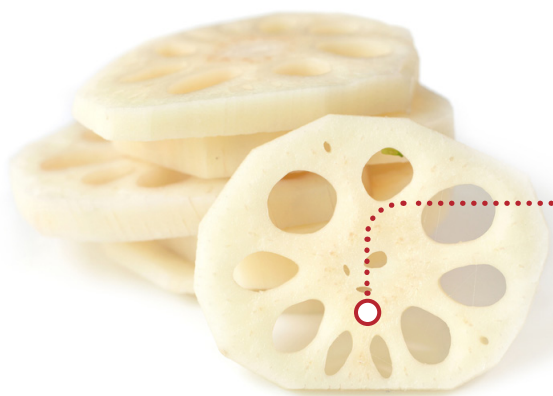
## KEY

Benefit skews greatest for **Gen Zers**, **millennials**, **Gen Xers** or **baby boomers**

# 5 EMERGING INGREDIENTS TO WATCH



**Karkade**  
Hibiscus tea  
said to lower  
blood pressure,  
producing calming  
effects



**Lotus**  
An Asian root that improves  
digestion and is known to balance  
moods and relieve depression

SOME FUNCTIONAL  
INGREDIENTS ARE  
JUST SURFACING  
ON OPERATORS'  
RADARS. EXPECT A  
MENU INCIDENCE  
UPTICK IN:

ACEROLA

KARKADE

ACTIVATED  
CHARCOAL

LOTUS

SKYR



**Acerola**  
A South American fruit that's rich  
in vitamin C and featured in juices,  
smoothies and breakfast bowls



**Activated Charcoal**  
A natural detox agent often  
highlighted as a dark contrast in  
beverages



**Skyr**  
An Icelandic cultured dairy product  
with high protein, promoting bone  
and heart health

# The Bottom Line

You have all the tools to create menus that meet the demand of the new healthy. Utilizing what you know now about trend evolution, consumer preferences and behaviors, and menu development, you can anticipate upcoming need states within the health and wellness category. Here's what you should keep in mind when thinking about incorporating health trends into the menu development process.

## 1

### Clean eating is table stakes

For the past few years, clean-label demands have amped up and operators have responded. Today's consumers now expect clean ingredients such as antibiotic- and hormone-free proteins to be a menu standard. "Clean" sourcing, or socially responsible sourcing that promotes the transparent and humane treatment of animals, is also becoming more of an expectation than a differentiator.



Source: Panera®

#### Best in Class:

After a two-and-a-half-year process that ended in Jan. 2017, Panera's® menu is 100% clean. Upon reviewing more than 450 ingredients, the chain reformulated 122 ingredients and removed 96 artificial flavors, preservatives, sweeteners and colors. Panera® partnered with more than 300 food vendors to make the changes.

Source: Technomic

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## 2

### Expect two waves of the functional food trend

Operators have begun to grasp the first wave of the functional food trend: ingredients that provide natural remedies. These items fix something in the body that's low, missing or failing in some way, such as aloe, graviola and labneh supporting gut health. The second wave of the trend will focus on natural enhancements—ingredients that improve upon something in the body naturally, including facets that don't necessarily need fixing for the benefit of one's health. Expect to see ingredients like prebiotic-rich dandelion greens touted for their brain-enhancing abilities and beauty-boosting collagen to find more prominence on menus going forward.



Source: Juice It Up®

#### Best in Class:

Juice It Up® spotlights a plethora of functional ingredients on menu boards and social media, including collagen for skin, hair and nail support; whey protein to build muscle strength and endurance; and probiotics for gut and immune health.



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## Healthy ingredients don't need to sacrifice creativity or flavor

Operators can menu clean, functional and plant-based foods innovatively and tastily to increase the appeal. Consider the following:

- Offer plant-based substitutes that taste, look and feel like meat, such as the Impossible Burger®, or swap in mushrooms or other vegetables for some of the meat
- Infuse bold ingredients such as trendy turmeric into food instead of salt
- Make traditionally gluttonous foods healthier by incorporating on-trend nutritious ingredients, such as an activated charcoal cocktail, or swapping them in entirely, such as Buffalo cauliflower "wings"
- Change up the preparation technique from deep-fried to grilled, poached or roasted



Source: True Food Kitchen®

### Best in Class:

True Food Kitchen® bills itself as a destination for vibrant dishes and drinks crafted from seasonal ingredients at the peak of freshness. Items range from charred cauliflower with harissa tahini to responsibly sourced striped bass to gluten-free cashew pad thai with kombu.

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## The plant-based movement has only scratched the surface

Now, the focus in foodservice is on veg-centric dining options, such as center-of-the-plate cauliflower steak, or plant-based burger meat from suppliers such as Impossible Foods®, which are already permeating many top restaurant chains. Up next: plant-based seafood, eggs and sausages. Imagine a world where mock shrimp is made from fungi, salmon from algae, tuna from legumes, eggs from mung beans, sausage from peas and more. Companies that create these products already exist and are making headlines.



Source: Impossible Foods®

### Best in Class:

The University of Chicago® recently became the first college campus to serve the Impossible Burger®, a plant-based burger featuring wheat protein, potato protein, coconut oil, soy and heme.

Healthy fare is fundamental in the restaurant business, and it's a forever trend. But constantly fluctuating are consumer preferences and menu developments around nutrition and wellness. Staying abreast of these trend evolutions will help you better appeal to the needs, behaviors and attitudes of your core demographic.

To gain more insight into adapting to the "new healthy," contact Custom Culinary®—the leading provider of culinary flavor systems and solutions to the foodservice and food processing industries.

<http://www.customculinary.com/>

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