GENERATION Z

sodexo
QUALITY OF LIFE SERVICES

2018

Sodexo is committed to helping our partners offer college experiences that enrich students' lives and add value beyond the classroom. From dining programs that promote wellness and provide educational opportunities to community outreach initiatives and special events that encourage students to form meaningful connections with their peers. Our focus is always to create and deploy programs and offers that meet the need of Generation Z.

ABOUT GEN Z

- Born between 1998–2014, don't know a time before the internet or smartphones
- **"Visual learners" and will often consult multiple videos to learn about a topic**
- The most multi-cultured and diverse generation
- **Concerned that the employees are treated fairly**
- Likes healthy menu options and an easy-to-read menu

FLAVORS TO SAVOR IN 2018

- Plant-based foods go mainstream
- Cuisines from unexpected destinations: Phillippines, India, Korea
- "Flavor injectors" mix things up
- One-item restaurants make a comeback

WHAT ABOUT TRENDS IN DINING?





They love to eat out.

Gen Z has already spent $78 billion at restaurants.

Flavor first (a.k.a., sustainability isn't sustaining).

Gen Z is de-emphasizing sustainability and less enthusiastic when asked about their interest in locally sourced ingredients, unprocessed food, grass-fed proteins, and authentic ingredients. Their top two include:

- **taste and flavors (56%)**
- **food quality (53%)**

They're web-oriented.

Gen Z is the first generation to be born into a digital landscape driven by smartphones and social media. Ordering food online and posting pictures of their food experiences are natural to them. Fifty-two percent order from restaurants online.

They're diverse.

A distinct appetite for adventurous, international and ethnic cuisine.

FIVE TYPES OF STUDENTS

SENSIBLE

They care about their studies and grades, and are more focussed on day-to-day essentials in their accomocation than social extras.

HEALTHY & ETHICAL

They care about the food they eat and how it is sourced. Eating healthily will be on their mind, as will their university's ethics and impact on the environment.

MONEY CONSCIOUS

Money is a big concern, whether day to day living costs or longer-term debt after graduation. They may cut down on their social life and transport to save money.

HOME COMFORTS

Living at home is the main factor in their university choice. They retain support from their parents, have lower living costs, and may return home to eat during the day.

CAREER FOCUSED

Their ability to find and get a job will be one of their major worries. They're likely to use career services, know what career they want, and have already made steps to get it.

Source: Sodexo Lifestyle Survey