

GEN Z DIETS

Want to know what's new with Gen Z? *Here's the tea.* When it comes to what they eat and drink, Gen Z is all about convenience, health, sustainability and nostalgia. Born between 1997 and 2012, Gen Z have lived through major technology and media innovations, a worldwide pandemic and environmental issues. Today, they're searching for reminders of their childhoods, functionality and ways they can make a positive impact on our world. Let's take a look.

Food is one of the **top three** attributes that make up Gen Z's identity.



TRENDS TO CONSIDER:

- 1 Throwback Mashups
- 2 Herbal Mocktails
- 3 Sugarless Nostalgia
- 4 Healthy Ramen Upgrades

So, why should this generation inspire your innovation development?

Well, for starters Gen Z are often trailblazers in food and beverage trends. They're the first generation to grow up with and utilize food delivery apps, are shifting towards a low-alcohol lifestyle, and increasingly lean towards healthier options that are still packed with flavor and quality ingredients.



TODAY'S GEN ZS

“To say that food matters for young consumers is an understatement. In addition, food is central to self, no longer seen as just daily fuel but also as part of an individual's multifaceted personality.”

- SODEXO

ZEROING IN ON GEN Z



1

THROWBACK MASHUPS

Gen Z's obsession with nostalgia has contributed to brands partnering and creating childhood flavors from the '90s that spark core memories of growing up and the flavors associated with that time period.



2

HERBAL MOCKTAILS

With Gen Z's starting to reduce their intake of alcohol as a conscious lifestyle choice, they're the first generation to discover the benefits of sobriety much earlier than previous generations. As a result, brands are creating functional and flavor-forward versions of cocktails that they can enjoy.



3

SUGARLESS NOSTALGIA

Gen Zers are two times more likely than older generations to say that they avoid sugars entirely (29%, versus 14% of Millennials, 16% of Gen Xers, and 10% of Baby Boomers). Brands are creating new sugar-free treats that are still packed with sweetness, but are sweetened more naturally.



4

HEALTHY RAMEN UPGRADES

With Gen Z leaning towards healthier alternatives, they are increasingly interested in instant foods that are packed with flavor and taste more elevated than traditional options.



72% OF GEN Z

consumers say they see healthy eating as an integral part of their physical and mental health

73% OF U.S. TEENS

say Instagram is the best way for brands to reach them about new products or promotions

SPENDING POWER

23% of Gen Z's budget is used towards food spending

AVOIDING SUGAR

Gen Z are 2X more likely than older generations to say that they avoid sugars entirely

LEADING FLAVORS

among young people include berry, citrus fruit, chocolate, vanilla, and marshmallow. Cheesy and sour flavors also hold appeal.

OFFERING INSPIRATION



OREO'S, BROOKIE-O is a throwback to a popular recipe on Pinterest. The cookie is a layered combination of brownie, cookie dough and oreo flavors.



TACO BELL X CHEEZ-IT created the super-sized Big Cheez-It Tostada and Big Cheez-It Crunchwrap Supreme. The offering features an enormous Cheez-It, which Taco Bell claims is a whopping 16x the size of the original cracker.



KIN EUPHORICS is a nonalcoholic brand that recently launched Bloom—a rosé-inspired fusion of sparkling strawberry, Schisandra, and rosemary made with juicy summer strawberries, white grapes, and barrel oak.



LITTLE SAINTS MAKES PLANT-BASED MOCKTAILS infused with CBD and reishi mushrooms in spicy and herbal flavor profiles, such as Mimosa, Spicy Margarita, Paloma, and Ginger Mule



TOTO COOKIE DOUGH IS PLANT-BASED COOKIE DOUGH made with only eight ingredients and contains only 4g of sugar. The product offers flavors including Sugar cookie, Peanut butter, and Chocolate chip.



VITE RAMEN is the world's first healthy, high-protein ramen that's nutritionally complete with 31g protein and 25% daily value of all vitamins and minerals. The product comes in flavors including Vegan White Miso, Roasted Soy Sauce Chicken, and Garlic Pork Tonkot.

Sources: Oreo, Taco Bell, Kin Euphorics, Little Saints, Toto, Vite Ramen

Delectable layers of sweets to naturally inspired flavors fused with fruity effervescence, Gen Z Diets today incorporate convenience, health, sustainability, and nostalgia for lovable and indulgent experiences.

From partnering with long-standing brands for nostalgic offerings to crafting cocktail-inspired beverages, sugar free treats and elevated and savory convenience foods, the opportunity in this space is vast.

Don't know where to start? We can help. Contact us for more information or request a free flavor sample below.

THE TAKEAWAYS

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