

## Understanding & Selling to Millennial Chefs

Millennial chefs are rising stars in the foodservice landscape, poised to become the sole menu and purchasing decision-makers in the next 5-10 years. Are you prepared for this shift? Q1 Consulting's landmark study, *Understanding and Selling to Millennial Chefs*, uncovers the preferences and practices of this influential generation to help manufacturers and suppliers develop marketing strategies to attract younger chefs.

### ➤ Study Scope

Q1 conducted 300 in-depth interviews with millennial chefs working in a variety of settings: full-service restaurants (top 500 restaurant chains, top high-volume independents), food trucks and select noncommercial venues. Findings are based on responses to both quantitative (measurable) and qualitative (open-ended) questions.

### ➤ Key Questions Addressed

- What are millennial chefs' cooking philosophies? What are their career aspirations? Do they share their ideas openly or protect them?
- What are their sources of inspiration? What role does social media play? Traditional media?
- What programs did chefs attend/complete? Does this impact brand decisions?
- How frequently are chefs innovating and inventing new menu items? What are the triggers for creativity? How much freedom do chefs have in terms of creativity?
- Do chefs care about where their food is sourced? Is it a fad or a long-term choice?

### ➤ Deliverables

- PowerPoint report with extensive metrics, analysis and expert insights.
- Easy-to-digest commentary with key takeaways and actionable recommendations.
- Robust appendix with full study data from questions and responses.

### ➤ Next Steps

To purchase the study report, please complete the acceptance form on the following page or contact Paul Clarke at 312.955.0252 (pclarke@q1productions.com).



## Purchase Agreement

## Understanding & Selling to Millennial Chefs

YES, I'd like to purchase the study report for \$12,500\*.

\*Special discounted rate, save \$2,500.

### ACCEPTANCE

Name \_\_\_\_\_

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Signed \_\_\_\_\_

Date \_\_\_\_\_

*Note: Q1 Consulting terms require payment due upon acceptance.*

**Once approved, please sign, scan and email to the attention of Paul Clarke at [pclarke@q1productions.com](mailto:pclarke@q1productions.com). Thank you for your business!**