

All-new study
with custom research
available for a limited time!



Understanding and Selling to the Next Generations of Chefs

Generation Z, iGen, Centennials – there are many names for the largest generation of the U.S. population. There are roughly 86 million in this cohort and the oldest are in their early 20s. These young professionals vary significantly from millennials, and they want you to know it. According to The Center for Generational Kinetics, growing up in the post-recession times has led to a much more practical outlook towards work and spending. Although practical like their gen-x parents, these technology natives are going to work, and cook, very differently from other generations. On the other hand, millennials are identified as the only generation without expectations of working for one company their entire lives. There are about 80 million millennials in the U.S., and these taste makers are earning Michelin stars and James Beard awards.

In 2016, Q1 conducted its landmark study on millennial chefs. As their influence continues to grow, paired with gen-z's entrance to the space, we are launching a study update to explore evolving generational roles and the impact on foodservice and away-from-home innovation. Armed with fresh insights, study sponsors will be able to develop new foodservice growth strategies for casual dining, fast casual, traditional QSR and non-commercial segments. For a limited time, study sponsors will be able to include proprietary study questions in our chef survey.

APPROACH

- **ENGAGEMENT INITIATION** review scope, proprietary questions, and determine key timing and delivery dates.
- **MARKET REVIEW** comprehensive assessment of industry trends and dynamics impacting the selling environment via secondary research.
- **CHEF INTERVIEWS** assessing usage, needstates, and behavior trends, capturing both qualitative and quantitative data from 350 gen-z, millennial, and older chefs.
- **DETAILED CHEF PROFILES** identify buying behavior, lifestyle, attitudes, perceptions, food sourcing preferences, philosophies and long- and short-term goals and strategies.
- **COMPREHENSIVE REPORTING** covering common-interest and proprietary sections to answer sponsor's "so what" and "what now" questions.

OBJECTIVES

- Assess generational differences in opinions, values, purchase habits and behaviors.
- Determine how gen-z and millennial chefs use innovation to respond to long-term issues and challenges.
- Identify the consumer hot buttons issues that gen-z and millennial chefs believe will most impact their business and how it manifests itself in product development and supplier choice.
- Identify key characteristics of successful manufacturer relationships and how this impacts purchase decisions.
- Provide comparisons across study to millennial chefs from the 2016 study.
- Provide sponsors with a comprehensive understanding of the gen-z and millennial chef mindset and the implications for future growth.

DELIVERABLES

- **In-depth PowerPoint report** with metrics, analysis, and expert insights around critical success factors for communicating and selling to gen-z and millennial chefs in the foodservice industry.
- Easy-to-digest commentary with **key takeaways and actionable recommendations.**
- Robust appendix with **full study data from questions and responses.**

NEXT STEPS

To sign on today and have your proprietary questions included in our survey, please complete the acceptance form on the following page or contact Tim Powell at 312.602.9899 (tpowell@q1consultingllc.com).



ADVANCED Q1 ANALYSIS

- What is their level of satisfaction with products, processes and procedures?
- What sources do these groups use for inspiration? Travel? Media? Social Media? Peers?
- What challenges/opportunities do they envision coming down the road in the next 3-5 years? What are their plans to address them?
- What role does innovation play in the response to short-term and long-term issues and challenges?
- How are consumer trends, changing tastes and demographic makeup impacting menu development?



YES, I'd like to sponsor the study and have my proprietary questions included for \$15,000.

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

Once approved, please sign, scan and email to the attention of Tim Powell at tpowell@q1consultingllc.com. Thank you for your business!