



Food Display Trends

Joe Schumaker, FCSI
Danielle McMiller

Saturday, April 21 – 10:30-11:45 a.m.





What would it look like if we?

1094
VANILLA
BLAK BAR
attendant

bánana
bread
attendant

SEA SALT
SHACK BOMB
attendant

22.10
AKOLE-BLACKBERRY
SOUCE L&C
attendant

119
FLOHAGEN,
CHOCOLATE &
WILDMINT CHOCOLATE
attendant

150
EGGQUE
MAYONNAISE -
THREE CHEESES,
ORGANIC HAM
attendant



TOASTED
ENGLISH MUFFIN
FREE RANGE EGGS,
ORGANIC HAM
attendant £4.5

PLAIN
CROISSANT
attendant £1.8

HEIRLOOM
TOMATO & SWISS
CROISSANT
attendant £3.5



TASTING
BREAD BOMB, PASTRY
& HONEY-GRAPE
attendant £1.7



SOY & LENTIL
CASSEROLE, MUSHROOM
& GRATED RED
PEPPERS
attendant £5.9



JAMMED TURKEY
LEMONY MOULI ON
CRANBERRY LEMON
attendant £3.9



“The best marketing doesn’t feel like marketing.”

–Tom Fishburne





Attracted to Beauty

FACT

- 60% of food quality perception is based on the environment.
- What you see, smell and hear directly affects what you will decide to buy.
- Merchandising plays significant role in stimulating impulse sales.





Macro, consumer and industry trends:

Driven by STEEP

Social

Technological

Economic

Environmental

Political

Top Five Consumer Trends Shaping the Food Industry in 2018

Posted on January 2, 2018 by Elizabeth Murphy

Each year, we research food, ingredient and dining trends for the year ahead. In 2017, we focused on clean-label and natural ingredients as well as nonalcoholic beverages, protein-rich snacks and more. Below, we dive into the five biggest trends we believe consumers will look for in 2018.

1. Transparency

The natural and clean-label movement is not going anywhere. Today's consumers are more informed and health conscious than any other generation, creating unique challenges for food companies as they aim to deliver high-quality products with



URBAN DICTIONARY

the stuart smalley generation the dumbest generation oral unicorn

millingo storing sophistibitch ass douche bag

baby boomer resentment social security politerate millennial spliff

madulthood twentyspeak millennial generation dead earth politics

send or sip urbaneer igen disc-placing generation t.m.i

millennial scrabble nihilism rebecca black

strauss and how

new human

cool food bal

drunk money

alcoholic breasts

chill crazy car

excited expensiv

girlfriend girl

hello homie

happy idiot jo

mean morg

prostitute poop

sick shoes st

swag dope friend

angry anus app

book badass beat up

dance drink drugs

face fat good gay

us guy gutted hot

house hype hipster

look mate man

party player poo

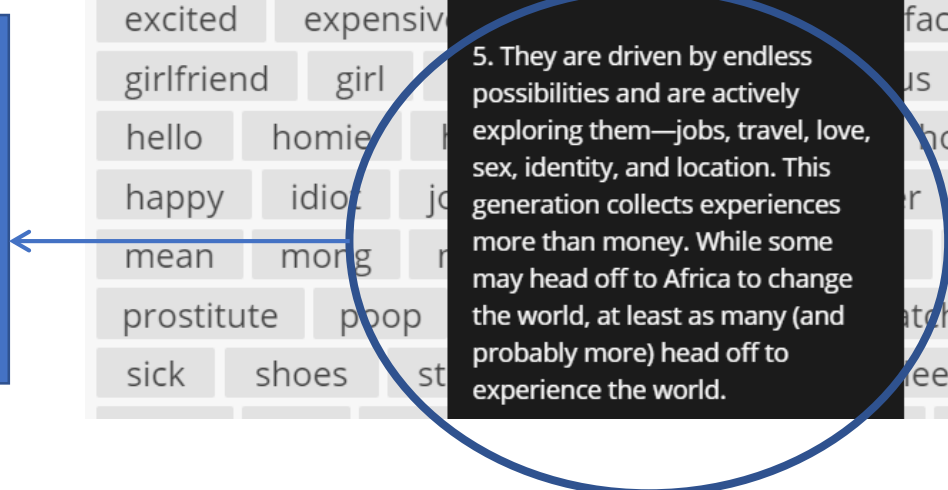
atchet rubbish stoned

sleep strong testicles

The millennial generation. They may identify with the following characteristics:

1. They are exploring their own identities in love and work
2. They are in an age of instability
3. They are in a self-focused period of life
4. They feel in between adolescence and adulthood, neither one nor the other
5. They are driven by endless possibilities and are actively exploring them—jobs, travel, love, sex, identity, and location. This generation collects experiences more than money. While some may head off to Africa to change the world, at least as many (and probably more) head off to experience the world.

“They are driven by endless possibilities and are actively exploring themThis generation collects experiences more than money.....some may head off to Africa to change the world, at least as many head off to experience the world.”





snackification

[snak-*uh*-fi-**key**-shuh n]



So what is snackification?

MILLENNIALS ARE THE FUTURE OF FOOD IN NORTH AMERICA

Millennials, born between 1981 and 1999, are the largest segment of the US workforce and have dramatic spending power, representing more than 80 million people. They are a force whose tastes and preferences are dramatically reshaping the food market faster than most businesses can adapt.

Companies need to be agile in the way they rethink and reposition their offer to cater to this demanding cohort.

Is your business ready?

In this report we examine millennials' food desires and expectations, and offer case studies that lay out blueprints for how you can be ready.



Not only do millennials contribute to the market directly, but they also contribute as vocal consumers and early adopters to influence the purchases of others. They are also changing the means and speed by which marketplace information is exchanged. Millennials add content through constant connectedness and the popularity of social media, keeping marketers on their toes.

- National Chamber Foundation
Millennial Generation Research Review



14 DECEMBER 2017 ANALYSIS

The snacking sector: snackification of mealtimes

By Callum Tyndall

SHARE



92% of US millennial snackers eat a snack in place of a full meal at least once a week. Callum Tyndall discusses about product development within this sector.





Eating & drinking can happen anywhere and anytime...



...and today the delivery methods are changing FAST



Grab and Go For a Better Work/Life Balance

Posted April 4, 2018



Do you ever think that the person who decided this whole 24 hours a day inside a seven day week really undershot it? We all wish that we had a few extra hours in the day and maybe a longer weekend to do everything we enjoy.



Open until 3 a.m.



Hotel lobby
fresh snack foods



Micromarkets





City bus turned into fresh foods market and travels around a community







Self-driving food market





Self-driving food market
The app shares location and provides access



Another Macro Trend

Experiences



**ROSEDA BLACK ANGUS FARM
JUST TASTE OUR STORY**



New and exciting experiences with flavors and culture



3 out of 4

millennials say that eating is so much more than satisfying the taste buds. Eating has a sense of adventure: there are always new food trends to try and ways to mix and match flavors. Eating can also be a group event. Sharing food amongst friends, family or co-workers is a great way to socialize.



Millennials are foodies but don't have pans to prove it, company says



NICHOLAS PFOSI FOR THE BOSTON GL

Johnathan "Jake" Kalick (right) and Bradford "Chip" Malt run Made In, a kitchenware startup that aims to cut out brick-and-mortar middlemen with a direct-to-consumer online business.

By Janelle Nanos

How to Win Gen Z in the Restaurant Business

Don't assume Gen Z is a younger iteration of millennials. The demographic is ready to make a different—and possibly larger—impact on the restaurant industry.

SPECIAL REPORT > APRIL 2018 > BY NICOLE DUNCAN



TACO BELL

Taco Bell is expanding its hip Cantina concept in urban areas across the country as a way to appeal to younger generations.

For at least the past decade, millennials have been the darling of marketers, retailers, and media outlets. Shorthand for the generation that came of age around the turn of the millennium, the group formerly known as Gen Y reshaped markets far and wide, including the restaurant industry. Some might even argue that a number of enduring trends—cleaner ingredients, higher-quality options, the rise of fast casual—can be credited back to millennials.

But as with Gen Xers and baby boomers before them, millennials will soon relinquish their role as young, trendy influencers. The heir apparent? Generation Z, who like their predecessors answer to a











But what have we been building?







How do we get to this...

VANILLA
BLAK BAR
1.94
attendant

banana
bread
attendant

SEA SALT
SHACK BOMB
22.10
attendant

APPLE-BLACKBERRY
SOCKE LAKE
22.10
attendant

FLAVOUR
CHOCOLATE &
WILDLY CHOCOLATE
11.9
attendant

EGG
MAYONNAISE -
THIRD, GARLIC,
ORGANIC HAM
1.50
attendant



TOASTED
ENGLISH MUFFIN
FREE RANGE EGGS,
ORGANIC HAM
attendant
£4.5

PLAIN
CROISSANT
attendant
£1.8

HEIRLOOM
TOMATO & SWISS
CROISSANT
attendant
£3.5



TASTING
BREAD, BUTTER, HONEY
&
MAYONNAISE
attendant
1.8

SOY & LENTIL
CASSEROLE, MASHED
POTATOES &
PUMPKIN
attendant
1.9

SHAVED SWISS
LEMONY MOULI ON
CRANBERRY LINEN
attendant
1.9





DRINK MENU

ESPRESSO BAR

FRESH ROASTED BEANS

SINGLE ORIGIN BEANS

TEA SELECTION

ICED DRINKS

ICED DRINKS

ICED DRINKS





Grab & Go



A large, illuminated display case filled with a variety of grab-and-go items. The top shelf contains several rows of packaged sandwiches and snacks. The second shelf is filled with a wide assortment of bottled beverages, including juices, teas, and soft drinks. The third shelf features pre-packaged salads and a sign that reads "FRESH convenient FOOD with Slow Food VALUES". The bottom shelf displays baskets of fresh fruit, including oranges and apples.

Grab & Go



Eat Real, Fresh and Fast

All items are prepared fresh daily using only the finest ingredients available.





**Sleek, elegant,
precise buffet
holding where
and when you need it.
CookTek Incogneeto.**





Comfortable . Community . Collaboration





So how are you going to design it?



Let's Continue the Conversation!

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SURVEY

We ask that you all please take a minute and fill out the survey related to this session.

You will find the survey on the app, under this given session.

Thank you for your participation!

