

# UNDERSTANDING AND SELLING TO THE NEXT GENERATIONS OF CHEFS

Generation Z's impact as foodservice consumers has been closely studied, but understanding their influence as members of the workforce is just as vital. (The oldest Gen-Zers are now in their mid-20s.) In 2016, Foodservice IP (FSIP) completed a landmark study on Millennial chefs and how their unique traits and preferences were poised to redefine industry conventions. Generation Z amplifies dynamics that were ushered in by Millennials: They are more ethnically diverse, technology-savvy and socially conscious. Consider environmental impact and Generation Z's attention to things like food waste, carbon footprints and more climate-friendly plant-based foods. Yet Generation Z also differs from Millennials in substantial ways, from how they receive information and communicate to changed views on career and work life to different approaches to meals and cooking. To help manufacturers understand how the strong presence of these two generations in foodservice kitchens impacts menu innovation, product and equipment selection, and relationships with partners, FSIP is launching an update study that examines both Millennials and Gen Z in the future of foodservice operations.

## STUDY BENEFITS

- Identify success factors for communicating and selling to this unique audience
- Understand the importance of relationships, brand building, and education
- Explore growth platforms based on Gen-Z and Millennial chef attitudes, opinions, and behaviors
- Assess the implications of Gen-Z and Millennial chef insights for each sponsor

## APPROACH & DELIVERY

- **Project initiation:** meet with each sponsor to align on proprietary needs/timing
- **Market overview:** deep contextual assessment of current industry trends
- **Qualitative and quantitative research:** approximately 350 in-depth interviews with Gen-Z and Millennial chefs, as well as older chefs (37-54) for comparison purposes at top 500 restaurant chains, high-volume independent, and select lodging and recreation venues
- **Analysis and report delivery:** common-interest and proprietary sections with a strategic roadmap for targeting Gen-Z and Millennial chefs

## NEXT STEPS

To sponsor the 2024 *Understanding and Selling to the Next Generations of Chefs* study and to add your firm's confidential and proprietary questions to our surveys, please complete the sponsorship agreement on the following page or contact:

**TIM POWELL**  
Managing Principal  
312.602.9899  
tpowell@foodserviceIP.com

**JOYCE BAIRD**  
Director of Sales  
312.955.0437  
jbaird@foodserviceIP.com

## FSIP DELIVERS

We offer deeper strategic insights at a price that beats the competition:

Robust reporting and analysis of the current operator landscape and the influence of Gen Z and Millennial chefs

Detailed perspectives on culinary preferences and purchasing decisions

Trends and dynamics impacting sponsor product categories

Criteria for foodservice distributor selection

Attitude and usage insights for foodservice manufacturers

Truly strategic guidance around foodservice initiatives

## SPONSORSHIP AGREEMENT

## Selling to the Next Generations of Chefs

YES, I'd like to sponsor the study for \$15,000.

### ACCEPTANCE

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

Once approved, please sign, scan, and email this form to your FSIP representative:

**TIM POWELL**  
tpowell@foodserviceIP.com

**JOYCE BAIRD**  
jbaird@foodserviceIP.com

Thank you for your business!