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2026 UPDATE

THE NEXT GENERATION OF CHEFS: MILLENNIALS & GEN Z AS DECISION MAKERS

BACKGROUND

Generation Z, or iGen, is the largest U.S. generation with about 86 million members, notably shaped by post-recession experiences. This practical outlook on work and spending aligns them with their Gen-X parents, yet their tech-savvy nature leads to distinct work styles. Millennials, around 80 million, differ by not expecting lifelong employment, significantly influencing the foodservice industry. Building on FSIP's 2016 study of Millennial chefs, our updated research examines how Millennials and Gen-Z are shaping foodservice innovation to aid sponsors in fostering growth across various dining venues.

OBJECTIVES

- **Compare Gen-Z chefs with Millennials and older chefs** in terms of opinions, values, and behaviors.
- **Analyze how they use innovation** to tackle long-term challenges.
- **Identify consumer trends** impacting business/product development.
- **Determine key characteristics of successful manufacturer relationships** affecting purchasing.
- **Compare findings** to the 2016 Millennial chef study.
- **Provide sponsors insight** into Gen-Z and Millennial chef mindsets for future growth.

APPROACH

- **Existing data review:** thorough assessment of key industry information for deep contextual perspectives on market dynamics.
- **In-depth original research:** 200 qualitative interviews with with Gen-Z chefs, Millennial chefs and older chefs (37-54) for comparison purposes. FSIP will target the top 500 restaurant chains, top high-volume independent and select non-commercial (lodging and recreation) venues.
- **Strategic analysis:** robust PowerPoint report with clear implications and next-step guidance.

NEXT STEPS

To purchase FSIP's 2026 update of **The Next Generation of Chefs: Millennials & Gen Z as Decision Makers** study, please complete the agreement on the following page or contact:

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ISSUES ADDRESSED

- How do Millennial and Gen-Z chef attitudes, opinions, behavior and lifestyle characteristics impact product selection, supplier relationships and foodservice philosophies? How does it differ across chefs in these and older generations?
- What is their level of satisfaction with products, processes and procedures?
- Which sources drive innovation? Travel? Media? Social Media? Peers?
- What's important/not so important to them?
- What challenges/opportunities do they envision coming down the road in the next 3-5 years?
- What actions are they taking to solve these issues, capture opportunities?
- 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?
- Which consumer trends will be impactful going forward? For example, health/wellness, bold/unique flavors, sustainability, corporate social responsibility, etc.?

FSIP's RESEARCH ADVANTAGE

- Comprehensive analysis from experienced consultants exclusively focused on the food industry
- Value-priced intelligence that answers the "so what" and "what now"
- Truly strategic guidance tailored to your business needs

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Authentic strategic thinking.

PURCHASE AGREEMENT

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The Next Generation of Chefs: Millennials & Gen Z as Decision Makers

YES, I'd like to purchase the study for $12,500

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ACCEPTANCE

Name _____

Title _____

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Address _____

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Date _____

Once approved, please sign, scan, and email this form to: Tim Powell at tpowell@foodserviceIP.com.

Thank you for your business!

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