

## Dessert to Go

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### Ethical foods to go

Environmental issues rate highly with the same group of consumers who want their desserts and meals delivered more often. **Ethics On the Go, a new report from Culinary Visions Panel's Mindful Dining Initiative project**, finds that younger consumers have increased expectations for ethical snacks and grab-and-go foods.

In this study, 1,500 US consumers were surveyed about their attitudes towards ethically-sourced foods and how they impact their dining choices of portable and grab-and-go foods outside the home.

The study finds that while all consumers care about ethical eating, consumers under 35 years pay the closest attention to **responsible practices behind menus**.

Consumers under 35 are willing to **pay extra to eat more ethically while on-the-go**. Roughly two-thirds of consumers under 35 said they'd be willing to pay more for ethically produced food that they can grab on-the-go, compared to 55 percent of overall consumers.

This fact creates an exciting opportunity for foodservice operators to expand their menu offerings and tap into young consumers' desire for ethical snacks and grab-and-go foods.

While ethical grab-and-go foods may seem a niche concept for foodservice operators, it highlights the **high expectations consumers under 35 have for dining outside the home**. Offering products and services tailored to their needs is vital to success and to meet the needs of this growth in demand.