

The logo for 'bake' features the word in a white, lowercase, sans-serif font, centered within a light blue rectangular background.

Ethical grab-and-go foods trendy for millennials

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Millennials have high ethical expectations for the snacks and grab 'n go foods they eat, according to a new study.

Sixty-four percent of consumers under 35 say there aren't enough ethically produced snacks available to them, compared to 57 percent of all consumers, according to **"Ethics on the Go,"** a new study from Chicago-based Culinary Visions Panel's Mindful Dining Initiative project.

The study also found that **67 percent** of millennials say they'd be **willing to pay more for ethically produced grab 'n go foods**, compared to 55 percent of all consumers. Three out of four consumers under 35 called ethical efforts made by restaurants "trendy."

"From sustainable farming to free-range eggs, consumers do not want their dining choices to have unintended negative consequences," says Sharon Olson, executive director of Culinary Visions Panel. "Whether it's rewarding a company's Fair Trade labor practices or their zero-waste policies, we found that **millennials are the most serious about ethically-sourced grab-and-go foods.**"

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