



Serving the Total Convenience & Petroleum Retailing Industry



Meet the groups that helped create
the CSP Foodservice Handbook.



The Culinary Visions Panel is a research and trend-forecasting firm that explores a wide range of culinary topics with food industry professionals and consumers. Culinary Visions Panel is a division of Olson Communications, a certified Women's Business Enterprise, based in Chicago.
www.culinaryvisions.org

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FOODSERVICE
HANDBOOK
SPECIAL ISSUE

Most Important Hot-Food Attributes by Gender

When broken out by gender, 72% of women consider c-store quality the most important attribute to consider when making a hot-food purchase, compared to 62% of men.



Males

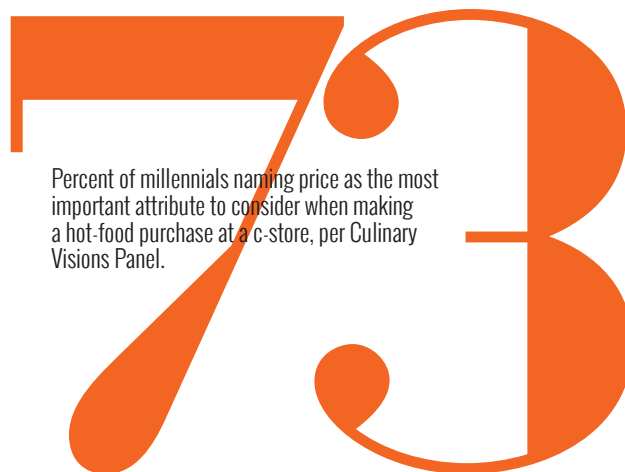
1. Time-saving (64%)
2. Price (64%)
3. C-store quality (62%)
4. Flavorful (52%)



Females

1. C-store quality (72%)
2. Price (72%)
3. Time-saving (68%)
4. Flavorful (67%)

Source: Culinary Visions Panel



Percent of millennials naming price as the most important attribute to consider when making a hot-food purchase at a c-store, per Culinary Visions Panel.

Most Important Hot-Food Attributes by Age

When broken out by age group, most millennials—or 73%—rated price as the most important attribute, while most of the oldest consumers in the “Swing Generation”—or 69%—chose c-store quality as the top deciding factor.

Millennials

1. Price (73%)
2. C-store quality (70%)
3. Time-saving (66%)

Gen X

1. C-store quality (69%)
2. Time-saving (66%)
3. Price (62%)

Baby Boomers

1. Price (70%)
2. Time-saving (68%)
3. C-store quality (65%)

Swing Generation

1. C-store quality (69%)
2. Time-saving (62%)
3. Price (62%)

Source: Culinary Visions Panel

Percentage point difference in women vs. men citing c-store quality as most important attribute to consider when making a hot-food purchase at a c-store, per Culinary Visions Panel.

Food Photography 101

As consumer demand for convenient meal solutions continues to grow, an investment in food photography is no longer nice to have—it’s a requirement. Here’s a look at how a professional food shot is done, from retail design and site-intelligence firm GSP Retail (www.gspretail.com).

► **Preparation.** Before the photo shoot, the art director, photographer, food stylist and assistants will plan all aspects of the shoot and ensure that they fully understand the items to be photographed. It’s also important to define how the photos will be used after the shoot, such as in billboards, in-store signs, menus, printed ads or online. The photographer and team will also need to understand the type of photographic style and mood the retailer envisions. From there, props are gathered, including dishes, background materials, tablecloths and textures.

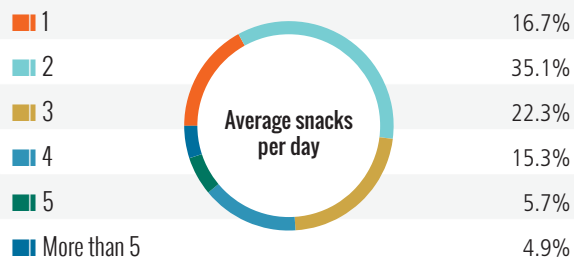
► **Art direction.** Food images in today’s advertisements are aspirational versions of the product. All of the ingredients are carefully styled in the most flattering way possible. As noted by fast-food giant McDonald’s, “The burger at the restaurant is optimized for eating, and the photo of the burger is optimized for looking delicious.”

► **The shoot.** Here’s when the magic happens. The photographer will bring the product to life using a few props to tell the story. Good knowledge of the camera and light is imperative. Whether using sunlight, flash or strobe, the goal is to make the food look like the hero. The photographer will take numerous captures just to get that one shot right, as well as some tight close-ups with selective focus to draw the viewer’s eye to the element that is most appealing. Various combo meals can also be shot at this time to take advantage of the styled food on set. Once photographed, the images are retouched if needed.

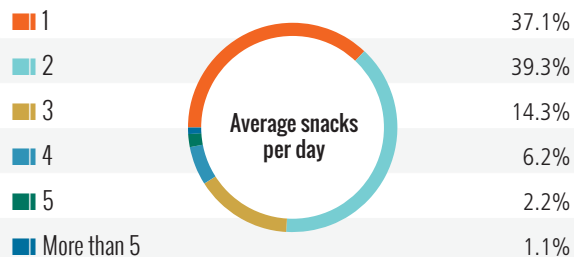
Average Snacks Per Day

Compared to baby boomers, more millennials report snacking four or more times per day. Conversely, more boomers (compared to millennial respondents) report snacking one or two times per day.

Millennials*



Baby boomers*



Source: Culinary Visions Panel Research 2013

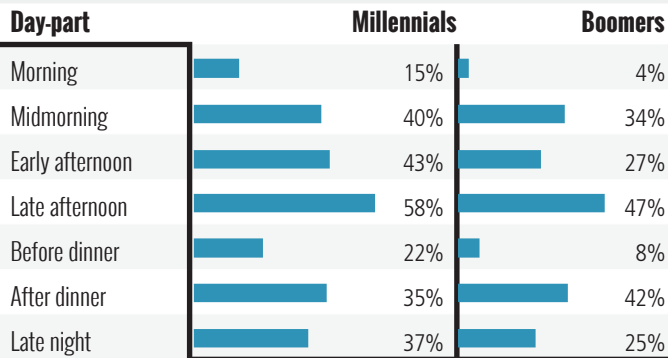
Base: 372 baby boomers (49-67) and 942 millennials (19-36)

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Percent of consumers who report they are snacking more frequently than they were just two years ago, according to Technomic. Nearly half of consumers (49%) eat snacks between meals and 45% replace one or two daily meals with a snack.

Snacking Preferences, Time of Day

Baby-boomer survey respondents snack much more than millennial respondents after dinner (42% vs. 35%). Millennials snack just before dinner much more frequently than boomers (22% vs. 8%).

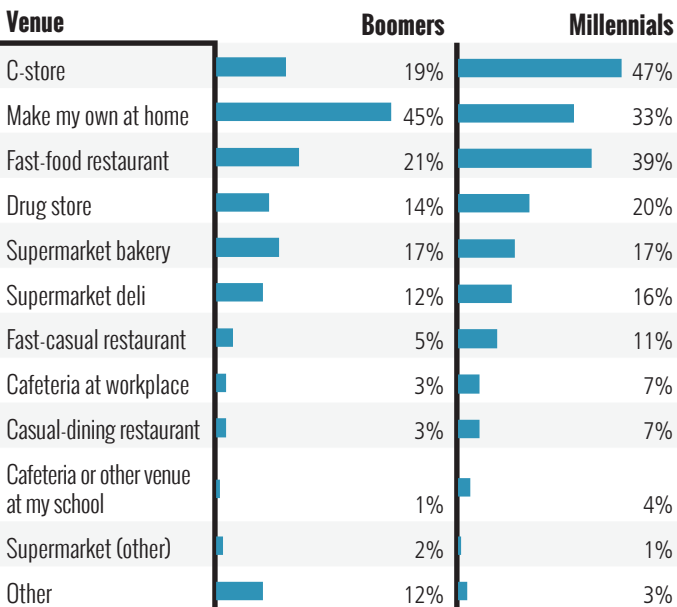


Source: Culinary Visions Panel Research 2013

Base: 372 baby boomers (49-67) and 942 millennials (19-36)

Snack Purchasing Venue Choices

Millennials prefer purchasing snacks from convenience stores and fast-food restaurants, whereas baby boomers prefer making snacks at home.



Source: Culinary Visions Panel Research 2013

Base: 372 baby boomers (49-67) and 942 millennials (19-36)

* Numbers do not equal 100 due to rounding

Snack Preferences Throughout the Day

A look at three of the most common snacking day-parts reveals consumers start their day with more better-for-you snacks and move toward indulgence by late night. Boomers' favorite early-morning snack is a bakery item; for millennials it's yogurt. The preferred after-dinner snack for millennials is a tie between salty snacks, candy and bakery items, while boomers prefer chips.

Midmorning

Snack	Millennials	Boomers
Fruit	66%	62%
Yogurt	57%	54%
Granola bar/energy bar	56%	47%
Bakery item	52%	59%
Smoothie	43%	16%
Nuts	34%	30%
Cheese	31%	34%
Candy	26%	22%
Chips/salty snacks	23%	24%
Vegetables	25%	14%
Mini meal/combination of a few foods	21%	11%
Mini sandwich/mini wrap	20%	11%
Beef jerky/meat snack	15%	8%
Prepared salad	15%	6%
Hummus	11%	9%
Soup/chili	8%	3%

Late afternoon

Snack	Millennials	Boomers
Chips/salty snacks	57%	59%
Fruit	53%	62%
Cheese	47%	57%
Candy	48%	47%
Nuts	42%	58%
Granola bar/energy bar	43%	36%
Bakery item	42%	40%
Vegetables	40%	34%
Mini sandwich/wrap	41%	19%
Mini meal/combination of a few foods	39%	18%
Yogurt	30%	35%
Prepared salad	35%	19%
Beef jerky/meat snacks	36%	15%
Smoothie	35%	15%
Soup/chili	32%	16%
Hummus	25%	15%

Late night

Snack	Millennials	Boomers
Chips/salty snacks	57%	63%
Candy	51%	41%
Bakery item	46%	43%
Fruit	43%	47%
Cheese	40%	38%
Nuts	31%	50%
Beef jerky/meat snacks	29%	15%
Yogurt	23%	32%
Mini meal/combination of a few foods	27%	15%
Granola bar/energy bar	23%	25%
Vegetables	24%	17%
Smoothie	22%	12%
Mini sandwich/wrap	21%	14%
Soup/chili	21%	11%
Hummus	17%	5%
Prepared salad	11%	8%

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Percent of millennials who say healthfulness is "very important" when making a snack-purchasing decision, according to the Culinary Visions Panel. Thirty-four percent report indulgence is "very important."

Source: Culinary Visions Panel Research 2013