

# GOOD VIBRATIONS

“Feel-good” takes the mantle from “better-for-you” in appealing to customers

**“In 2014, Culinary Visions Panel surveyed more than 1,200 diners about what motivates them when dining away from home. Mindful dining is now a huge factor here: 73 percent choose to patronize restaurants that support the local community, while 68 percent care about ordering protein that is sustainably raised or caught.”**

Now we're looking at the next step in the evolution of health and wellness, into a more holistic feel-good platform. It's not just about calories—it's about nutrient density. And there have emerged new lifestyle behaviors. Atkins and the cabbage soup diet are being replaced with overall strategies like gluten-free and paleo. That shift has moved the emphasis from weight loss to feel-good. Also, it's no longer just about what's on the plate, but about the brand behind the plate. Today, consumers are asking, "When I pull away from the table, do I feel good in my belly as well as in my head and heart?"

