

## Words Impact Consumer Buying Patterns

### **New Culinary Visions® Panel study reveals most enticing food descriptors.**

(Chicago, July 14, 2015) Specific descriptive words, including 'fresh', 'local', 'homemade' and 'natural', would entice the majority of consumers to purchase food from either a restaurant or store, according to a recent study by the Culinary Visions® Panel. This exclusive online consumer research study explored more than 1,200 consumers' mindful-eating values and attitudes.

Fresh is the descriptive word that attracts 60% of consumers when purchasing food from a restaurant or store, and it is the only descriptive word that entices more than half of respondents. The word appealed most to women at 73%, while only 65% of males agreed that the word fresh would entice their purchase decision.

Local, homemade and natural follow fresh as the most appealing descriptive words, with women more captivated by the word homemade than men.

Not surprisingly, Millennials are attracted to items with organic designations, a term that is less alluring to older consumers, especially Boomers at 23%. This is consistent with restaurant preferences, as the survey revealed 72% of Millennials prefer to order items that are organic, compared to 40% of Boomers.

**"When targeting a specific demographic, like Millennials or Boomers, operators and manufacturers are more likely to find success by incorporating certain descriptors into food packaging and menus," said Sharon Olson, executive director of Culinary Visions Panel.**

The word organic appeals most to those who have visited a fast-casual restaurant, with 69% of these survey respondents saying they would select menu items that are organic compared to the average of 54% who dine at other types of restaurants.

Other descriptive words that entice fast-casual customers more than other restaurant segments are handcrafted, sustainable, free range and artisan.

#### **About Culinary Visions® Panel**

Culinary Visions® Panel is a food-focused insight and trend forecasting practice that develops and tests new ideas that connect with modern consumers. The company has been connecting with opinion leading foodservice professionals and consumers to translate trends into meaningful innovation for over a decade. The Culinary Visions Panel is a division of Olson Communications, a certified Women's Business Enterprise, headquartered in Chicago, Illinois. For more information on Culinary Visions Panel, please contact [info@culinaryvisions.org](mailto:info@culinaryvisions.org) or 312.280.4757. Culinary Visions Panel is a registered trademark of Olson Communications, Inc.

#### **About the Survey**

Culinary Visions® Panel surveyed 1,227 restaurant diners to explore their mindful eating values and attitudes. The study, titled Mindful Dining, was released in January 2015. Topics included dining out values and attitudes and menu wording impact.

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