

## Nation's Restaurant News: Millennials want ethical snacks—to go

**Franchisors can utilize this opportunity to enhance overall sales and brand perception.**

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A recent Nation's Restaurant News article outlined a study from a **Culinary Vision Panel** report which found that 82 percent of consumers wish establishments would use more environmentally friendly business practices.

According to Sharon Olson, executive director of Chicago-based Culinary Visions Panel, this generation “does not want their dining choices to have unintended negative consequences” She continued, “We found that whether it's rewarding a company's fair-trade labor practices or their zero-waste policies, **millennials are the most serious about ethically sourced grab-and-go foods.**”

The article went on to outline five data-supported ways brands can put these findings into practice, as identified by the Culinary Visions Panel. Recommendations include communicating your efforts, going plant-based and providing ethical grab-and-go snacks.