



Millennials Looking for Ethical Snacks, Grab-and-Go Foods

March 15, 2018

Millennials' expectations for ethical practices in snacks and grab-and-go food brands is very high, according to **Culinary Visions Panel's Mindful Dining Initiative**, reports Supermarket News. Millennials "do not want their dining choices to have unintended negative consequences," says Sharon Olson, executive director of the Culinary Visions Panel. The study found that **82 percent** of millennials wish foodservice establishments would use more environmentally friendly business practices.



In the report, the **18 to 34 year old demographic valued ethical eating choices much higher than any other demographic**. Seventy-six percent of consumers say ethical efforts made by restaurants are trendy, while 64 percent of millennials note that there's a shortage of ethical grab-and-go options. Almost 70 percent of the generation say they'd be willing to pay more for ethically produced food they can grab on the go, compared to 55 percent of general consumers, according to the report. Full story at www.supermarketnews.com/consumer-trends/millennials-want-ethical-snacks-go