

FRESH PERSPECTIVES

How Freshness is Defined and Sought After by Consumers

DEFINING FRESH

93%

of consumers reported impact of fresh perception for **four different** service and environmental aspects.

FRESH BETWEEN GENERATIONS

73%

of Gen X reported opinions between 18-34-year-old consumers and Boomers. Younger consumers led most trends, while Boomers reported more conservative opinions on fresh dining.

FRESHNESS TO GO

65%

of consumers reported that they have a hard time finding fresh snacks on the go. Consumers crave healthy snacks when they're on the go, but availability is limited.

SANITATION IS ESSENTIAL

75%

of the top determinants consumers use to define freshness are linked to perceived cleanliness and adherence to sanitation rules.

LABELING MATTERS

88%

of consumers reported that a label stating when the food was prepared is important while determining freshness. Even more consumers reported that clear expiration labels are important.