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Generation Y and their meals New eating habits of the 18 to 30 year-olds

Elior's groundbreaking report on the eating preferences of 18 to 30 year-olds, published in the UK during the first quarter, reveals five major trends in the eating habits of this age group, referred to as the Y (or Millennial) generation. This report, which gives an in-depth insight into the « tastes » of this active young population, should prompt caterers to rethink their menus and devise innovative concepts that meet the expectations of a demanding and "connected" generation, which is particularly sensitive to social trends.

Five major eating trends in the 18- 30 age bracket:

- **Late eaters** – for the Y generation, it is the late bird, rather than the early one that catches the worm!

Millennials tend to shun traditional mealtimes; many skip breakfast, preferring the mid-morning snack and, for lunch, opt for easy-access, high-quality fast-food solutions.

- **Practical eating solutions** – the easier the better

Millennials lead hectic lives. For this generation of habitual "snackers" always looking to grab a bite, speed of service is the most important thing at breakfast or lunchtime, when supermarket and fast-food solutions are particularly appreciated for their convenience.

- **Staying connected**– the digitally-connected generation

Social networks are an integral part in the Millennial's daily life. Most 18 to 30 year-olds go for outlets offering active social-media connections and expect technology to be part and parcel of their eating-out experience.

- **Healthy food** – a healthier diet for the future

The vast majority of 18 to 30 year-olds claim they eat, or intend to eat, healthy food. However, their food choices would suggest otherwise, since they generally go for sausages, bacon, burgers and chips, rather than salads, sandwiches and fruit.

- **Preference for home cooking** – Cooking is "IN"

91% of the Y generation cook at home and expect to eat out less in the future. They tend to serve up the same meals they order in restaurants

About Elior

Founded in 1991, Elior has grown into one of the world's leading operators in the contracted food and support services industry, generating revenue of €5,341 million in FY 2013-2014 through 18,000 restaurants and points of sale in 13 countries. Driven by an unwavering commitment to excellence, our 106,000 passionately professional employees provide personalized catering and service solutions on a daily basis to 3.8 million customers in the business & industry, education, healthcare, leisure and travel markets, taking genuine care of each and every person they serve. We place particular importance on corporate social responsibility and have been a member of the United Nations Global Compact since 2004. Our corporate philosophy - which is centered on quality and innovation as well as responsible relations with others and the community at large - is clearly reflected in our motto: "Because the whole experience matters".

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