

A Little Sweet Talk

FOODSERVICE BROKER E-NEWSLETTER
From The Original Cakerie | July 2017



THE ORIGINAL
cakerie

Lawler's
DESSERTS



Examining the Mind and Motives of the Millennial Snacker

“The Future of Snacking 2016” report uncovered that “91% of American consumers are snacking multiple times throughout the day with 50% of all eating occasions are snacking”. Also, visits to restaurants during afternoon snack daypart increased by 3% as per a recent 2017 NRA report. The result is an erosion of the “three-square-meals-a-day” and the associated rituals. Millennials are a large proponent of this shift.

A “February 2017 Trends” report highlights Millennials as the “largest group of snackers in the United States” with “one in four of them referring to themselves as ‘Super Snackers’ who snack four or more times in a single day”. The NDP Group corroborates this narrative because consumers are saying later to lunch as they increasingly make more visits to restaurants during the afternoon snack daypart, at the expense of the mid-day meal. The result: 2% plunge in lunch visits, a sluggish 1% growth during breakfast and a flat line at dinner.



Cheesecake Minis

Price, Portions and Portability will help you understand this cultural tilt to make well-informed recommendations to your foodservice clients.



PRICE

Restaurant profitability is dipping (primarily because [consumers are eating at home more](#)). However, the following Millennial snacking stats offer an opportunity to increase check average:

- 78% say it keeps them full between meals
- 70% consider anything to be a snack
- 64% say it's an affordable way to replace meals
- 56% say it's to satisfy a craving
- 29% say it's because it's available

Translation: You ought to advise Operators to re-format their menu offerings in a way that blurs the rigid lines between main-course and desserts.



PORTIONS AND PORTABILITY

51% of consumers visit QSRs weekly, 49% of [snacking occasions happening alone at home](#), and [snacking is seen as a healthier option by 20% of Millennials](#), you can make a case for the creation of smaller sized snacks (as dessert menu options) for consumers to “grab-and-go” with products from The Original Cakerie and Lawler’s.

Our Deep Dutch Brownie Kebab, single layer cakes and dessert bars are the perfectly portioned snack items an Operator’s dessert menu needs to attract Millennials and other patrons, thereby increasing their average check size and overall profitability.

Deep Dutch
Brownie Kabobs

