

BOOMER BITES

Want to know what's new with Baby boomers? *Here's the 411.* Boomers are all about a good home cooked meal, familiar flavors, and connecting with those close to them. Born between 1946 and 1964, baby boomers have lived through major innovations and cultural shaping events, and they've begun to adapt to technology to stay close to loved ones and take advantage of digital offerings. Today, they're cherishing food experiences and traditions, savoring at-home meals and turning to offerings that support local and health benefits. Let's take a look.

69% of boomers will only try a new food if they think it will taste good



TRENDS TO CONSIDER:

- 1 Food Experiences
- 2 Food Traditions & Nostalgia
- 3 At-Home Meals
- 4 Support Local & Your Health

So, why should this generation inspire your innovation development?

Baby boomers are the second-largest generation in the U.S., making way for much purchasing opportunity in the grocery aisle. Overlooking this generation would be a mistake for developers as they're keen to a good at-home meal, but also enjoy the experience of a comforting dining moment away from home.



TODAY'S BOOMERS

“Baby boomer consumers – which number 72 million in size and comprise the second-largest generation in the U.S. boast immense purchasing power. Each year, boomers outspend other generations by approximately \$400 billion.”

- FOOD INSTITUTE

BACKGROUND ON BOOMERS



1

FOOD TRADITIONS & NOSTALGIA

Family food traditions and cherished recipes are especially important to this generation. Boomers like what they know and tend to lean towards nostalgic flavors and comfort meals that remind them of their loved ones or fond memories.



2

FOOD EXPERIENCES

85% of baby boomers enjoy sharing meals with other people rather than dining alone. They especially enjoy sit-down dinners and personalized experiences so that everyone can find something they like. Catering to the familiar flavors and dishes boomers enjoy with unique twists may provide opportunity.



3

AT-HOME MEALS

With 81% of boomer consumers stating they make at least four out of five meals at home, there is a huge opportunity for developers in CPG space. Ready-to-eat meals are of interest for cost savings, but boomers also enjoy cooking from scratch with dinner being their favorite eating occasion.



4

SUPPORT LOCAL & SUPPORT YOUR HEALTH

Boomers rate health benefits the #1 driver they think should drive the development of new products. And as they search for more clean and natural products with health claims, they also show increased interest in locally made products that might fit the bill. In fact, 70% are willing to pay a bit more for food that comes from local producers.



AT-HOME COOKS

81% of boomer consumers make at least four out of five meals at home

FAMILIAR FAVORITES

62% of baby boomers like trying new food, but prefer them in menu items that are more familiar

MAKE IT A MEMORY

88% of baby boomers said old family recipes were among their favorite meals

KEEP IT LOCAL

74% of baby boomers agreed they prefer to order menu items with locally sourced ingredients.

FRESH, LOCAL, NATURAL

Boomers stated that fresh, local, and natural are factors that have become more important to them. Each ranked in at 48%, 31% and 29% respectively.

OFFERING INSPIRATION



ZOUP CHICKEN POT PIE SOUP is an all-natural soup inspired by traditional chicken potpie. Made with antibiotic-free chicken and no artificial ingredients or preservatives. "This traditional soup is like comfort in a bowl."



NATALIE'S CARROT, GINGER, TURMERIC AND APPLE JUICE is a fresh juice made with just five ingredients: fresh carrots, ginger, turmeric, apples and lemons. No GMOs, preservatives or artificial ingredients.



GENERAL MILLS STRAWBERRY BANANA NATURALLY FLAVOURED CEREAL features whole grain as the first ingredient, is made with real fruit puree and is naturally flavored. One cup provides 30% of the daily amount of fiber shown to help lower cholesterol | Canada



SAVE ON FOODS KITCHEN CHEDDAR CHIPOTLE MEATLOAF IN BBQ SAUCE is fully cooked and can be oven-cooked or microwaved. This heat and serve product retails in an 800g pack featuring cooking instructions | Canada



JAMOLGY CALIFORNIA BLACK MISSION FIG JAM features forward preserves and is made with high quality, locally sourced fruit and less sugar to produce fruit forward taste.

36% of consumers responded that they likely or definitely would buy this product



SIMPLE TRUTH ORGANIC CREAM NATURALLY FLAVORED SODA supports gut health with prebiotics and probiotics. The product features 9g plant fiber with probiotic water kefir, prebiotic inulin and apple cider vinegar.

35% of consumers responded that they likely or definitely would buy this product

With majority of baby boomers saying they will only try a new food if they think it will taste good, flavor is key to enticing these consumers. And while they're keen to familiar favorites that hit close to home, adding an approachable flavor or format twist in your next innovation could intrigue baby boomers looking to change it up.

There is much opportunity for nostalgic flavors and an emphasis on health conscious or locally sourced ingredients that can help them switch things up in the kitchen.

Don't know where to start? We can help. Contact us for more information or request a free flavor sample below.

THE TAKEAWAYS

 **Flavor**solutions

REQUEST A FLAVOR SAMPLE