

Snacks & Sips That Scream C&U

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WHO IS
GEN Z????



**HOW OLD
IS GEN Z
RIGHT
NOW?**



A. 10-25

B. 13-28

C. 15-30



A. 10-25

B. 13-28

C. 15-30



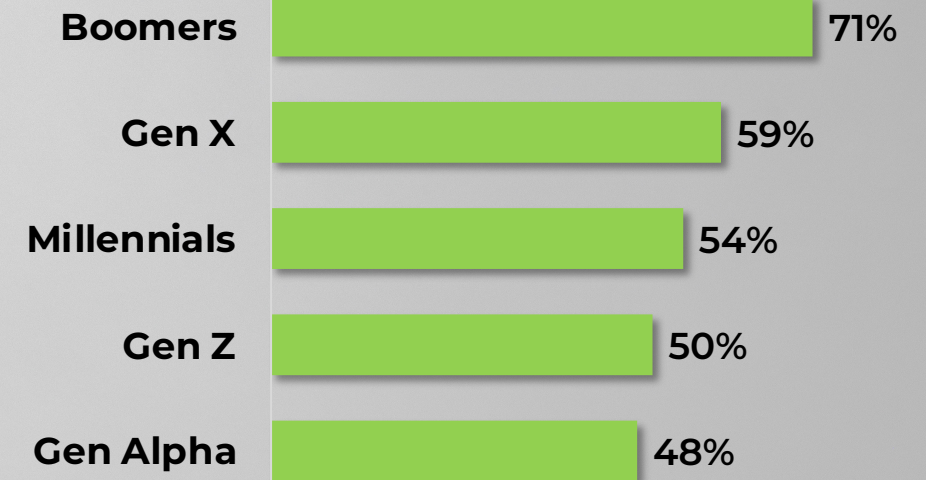
The U.S. population of those
**under 18 are more racially and
ethnically diverse** than those
over 18.





2023 U.S. Population

% of Non-Hispanic White



*PRB Analysis of Data from
U.S. Census Bureau, Vintage
2023 Population Estimates*





operator insights

86%
of operators say
Gen Z consumers
are part of their
target market



Comfort, success, & health are Gen Z's most wished for achievements

Stable income.....55%

Successful career.....52%

Own a home.....46%

Healthy lifestyle..... 44%

Get married..... 42%



A vibrant, close-up photograph of two young women laughing joyfully. The woman on the left has long dark hair and is wearing a yellow and white striped tank top. The woman on the right has curly brown hair, wears orange-tinted sunglasses and a blue headband with colorful clips, and a purple tank top with rainbow-colored straps. They are both holding large cups of shaved ice topped with various syrups and fruit. The background is a colorful, abstract wall with yellow and blue geometric patterns. The overall mood is festive and carefree.

WHAT DOES GEN Z
LOVE????



46%
of Gen Z say what
they like in terms
of food and
beverage depends
on a lot on what is
“popular” or trendy



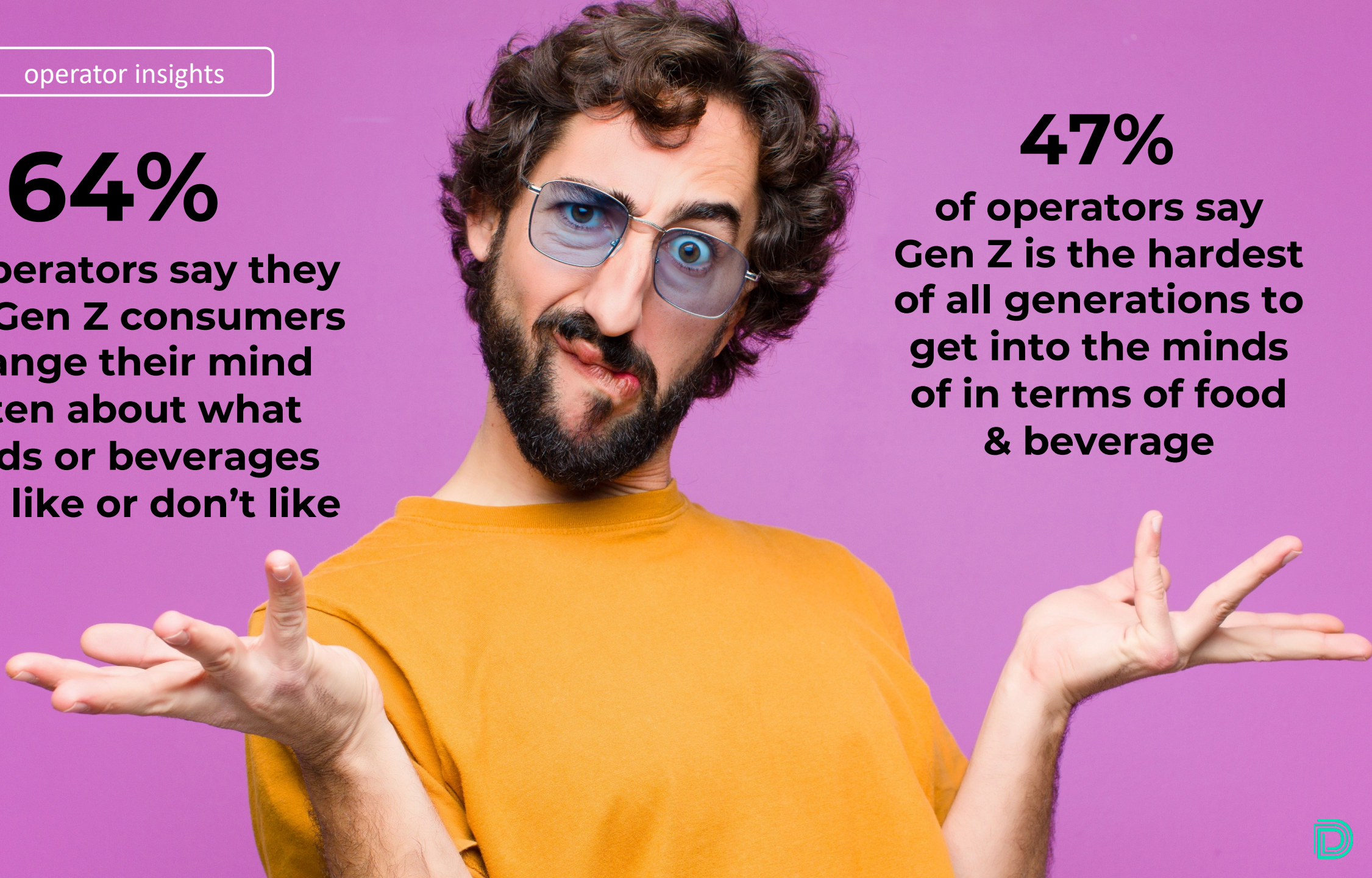
operator insights


64%

**of operators say they
feel Gen Z consumers
change their mind
often about what
foods or beverages
they like or don't like**

47%

**of operators say
Gen Z is the hardest
of all generations to
get into the minds
of in terms of food
& beverage**



A person in profile, wearing a black long-sleeved shirt, is looking down at a red smartphone held in their hands. The background is a blurred outdoor scene with greenery and a building. Overlaid on the image is a semi-transparent light blue rectangular area containing a line graph with several data points connected by lines. The text 'operator insights' is in a rounded rectangle at the top left. Large bold text is on the left side of the image.

operator insights

53%
of operators wish
they had more
information on
Gen Z's eating
and drinking
preferences

Gen Z

is the most likely of all generations to say they often wish there were more unique, fun, “out there” snacks, beverages, foods, and flavors available at restaurants or retailers



Comfort, success, & health are Gen Z's most wished for achievements

Stable income.....55%

Successful career.....52%

Own a home.....46%

Healthy lifestyle..... 44%

Get married..... 42%





48%

OF C&U STUDENTS
SAY THEY
GENERALLY TRY TO
EAT HEALTHY



90%

OF C&U STUDENTS
SAY THEY ARE
FOODIES OR FOOD
GETS THEM EXCITED



Healthy?



Or Delicious?

**61% of Gen Z order the items that
sound most delicious/tasty**

**30% of Gen Z order a mix of the
healthiest items and ones that
sound more delicious**



WHAT FUNCTIONAL FOODS DO GEN Z LOVE MORE THAN THE AVERAGE CONSUMER?

The Functional Food	Love/Like Index
Camu Camu	309
Insect Protein	258
Chaga	193
Hyssop	166
Grass Jelly	165
Maca	151
Argan Oil	149
Jun Tea	148
Lichen	148
Whey	147

Datassential Consumer Preferences, March'25, INDEX: % of Gen Z consumers vs % of gen. pop consumers





Grass Jelly Coffee, RICE Food & Boba, San Angelo, TX



Café Belay, San Juan College, Farmington, NM



HOW CAN C&U CATER TO
GEN Z??



**81% of college
students are
satisfied with
their C&U
dining program**



60%
of Gen Z prefer
regionally- or
nationally-
recognized, branded
restaurants versus
generic concepts





GET IN ON SOCIAL MEDIA

**46% of Gen Z
are more
likely to try a
food or
beverage if
it's been
trending on
social media**






Jones College, Ellisville, MS, Trending Tuesdays showcasing social media foods



Sodexo Plant-Based Milkshakes Pop-Up

A low-angle, upward-looking shot of a diverse group of young adults, primarily Gen Z, gathered around and looking at their smartphones. The background is a bright blue sky with scattered white clouds. The individuals are of various ethnicities and are dressed in casual, contemporary clothing. Several smartphones are visible, held in their hands, with some showing camera lenses. The overall mood is one of social connectivity and digital engagement.

60%
of Gen Z say when
it comes to recipe
inspiration or
what/where to eat,
they mostly turn to
social media

**49% of Gen Z
wish more
“viral” social
media foods/
beverages were
available at
restaurants or
grocery stores**



A photograph of two young women sitting close together, eating pizza. The woman on the left has dark curly hair and is wearing a red shirt, while the woman on the right has long dark hair and is wearing a white t-shirt. They are both smiling and looking towards the camera. The background is a blurred, colorful environment with warm lighting, suggesting a social gathering or a restaurant. The text 'WHAT DOES GEN Z' is in a smaller font, and 'SNACK ON??' is in a larger, bold font, both in white. A small teal logo is in the bottom right corner.

WHAT DOES GEN Z
SNACK ON??



**Students eat
nearly just as
many snacks as
meals in a
typical week**



A photograph of a dining table with various snacks. In the foreground, a person's hand is dipping a carrot stick into a small bowl of hummus. The table is set with plates of cheese, meat, bread, and a bowl of hummus. There are also glasses of water and a vase of red roses. The background shows another person sitting at the table.

OPPORTUNITY:
Students
only
purchase 4
out of 13
snacks a
week on
campus



WHAT SNACKS DO GEN Z LOVE MORE THAN THE AVERAGE CONSUMER?

The Snack	Love/Like Index
Hotteok	273
Biltong	198
Mushroom Jerky	160
Fried Chicken Skins	159
Salmon Jerky	157
Shrimp Chips	154
Fun Dip Candy	152
Barfi	149
Dubai Chocolate	140
Pasta Chip	140

- INCEPTION
- GLOBAL
- SOCIAL MEDIA

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Hotteok, Joy Garden, Yakima, WA



Left: Pasta Cicciones, infamous pasta chips from Mill Valley Pasta, Mill Valley, CA
Right: Rigatoni Pasta Chips & Feta Dip recipe, Dan O's Seasoning, Louisville, KY

**27% of Gen Z
love cold
sweetened
cereal**






WHAT DOES GEN Z
SIP ON??



A group of four young adults are gathered at a bar, laughing and drinking. A bartender's hand is visible on the left, pouring a drink. The background shows a bar with various bottles and glasses. The text is overlaid in the center of the image.

78%
of Gen Z consumers
drink alcohol at least
a few times a year




**60% of non-drinking Gen Z'ers
have never had alcohol**

**69% of non-drinking Gen Z
never plan to try alcohol**



**71% of Gen Z
prefer iced or
cold beverages**



A close-up photograph of a person's hand holding a large, clear plastic cup filled with orange juice. The person is wearing a red and white horizontally striped shirt. A red and white striped straw is inserted into the cup. The background is blurred, showing what appears to be a window with light coming through. The overall tone is warm and casual.

operator insights

60%
of operators
say beverages
are a key area
of focus in
attracting Gen
Z consumers



WHAT COLD BEVERAGES DO GEN Z LOVE MORE THAN THE AVERAGE CONSUMER?

The Cold Drink	Love/Like Index	
Gazoz	304	- INCEPTION
Kvass	243	- GLOBAL
Chamoyada	221	- BOBA!!
Mangonada	215	- SOCIAL MEDIA
Rooh Afza	208	
Boba	201	
Switchel	198	
Bubble Tea	197	
Milk Tea	195	
Dirty Soda	187	

Datassential Consumer Preferences, March'25, INDEX: % of Gen Z consumers vs % of gen. pop consumers



A tall, clear glass filled with a dark liquid, topped with a thick layer of white foam and a dollop of whipped cream. A large, dynamic splash of liquid is erupting from the top of the glass, creating a crown-like shape. The background is a solid, vibrant green.

**21% of Gen Z
consumers
who have
tried dirty
soda love it**





Drips by Pepsi Pop-Up at Penn State University mixing up dirty soda creations



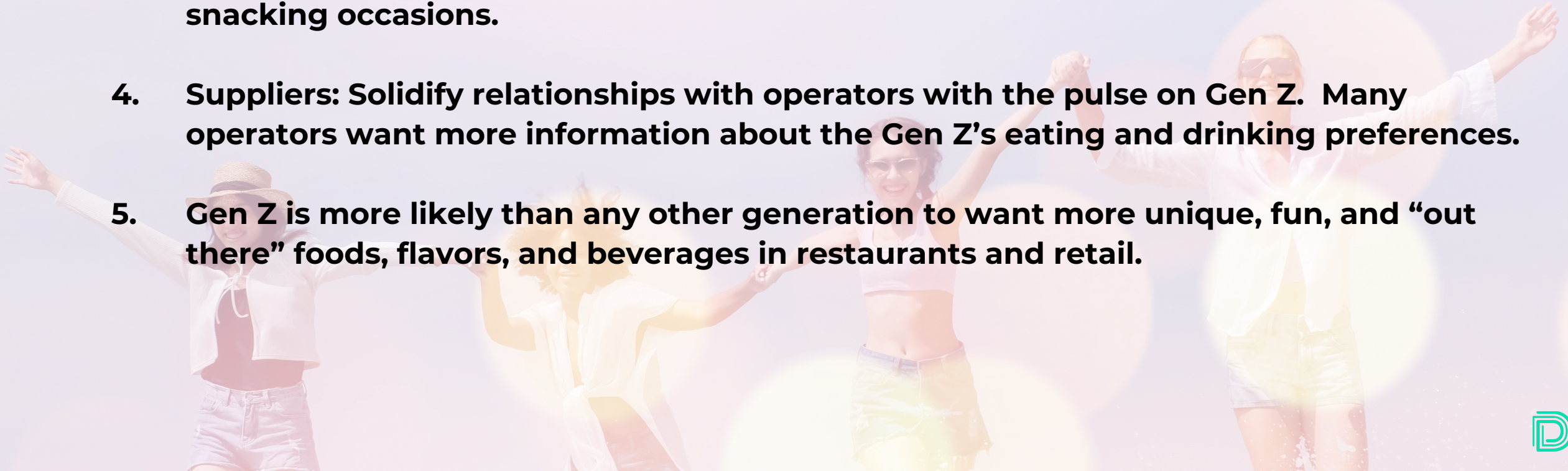
Bobazz to Go, pre-filled boba straws from Texas-based Teazzers



Data-built Botrista can make an array of trendy beverages, like boba, in under 20 seconds

Key Learnings

1. **Living a healthy lifestyle is a top achievement Gen Z wants for their future.**
2. **Gen Z is all about the social media influence: scroll social media for your next campus dining sensation.**
3. **Go global with snacks and capitalize on the opportunity for on-campus/grab-and-go snacking occasions.**
4. **Suppliers: Solidify relationships with operators with the pulse on Gen Z. Many operators want more information about the Gen Z's eating and drinking preferences.**
5. **Gen Z is more likely than any other generation to want more unique, fun, and “out there” foods, flavors, and beverages in restaurants and retail.**





Thank You



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