



Nestlé  
Professional  
Solutions

# The Future of Food

**Fleur Veldhoven**

Vice President of Marketing  
Nestlé Professional Solutions







**The best way to predict  
the future is to create it.**

*Peter Drucker*



# Change is Happening

2030 is right  
around the corner





# Meet Gen Alpha





# Get Ready

>50%

of Gen Alphas eat three or more snacks a day and often prefer snacks to traditional meals



# Winning with Gen Alpha

Four Segments are Getting it Right

## Tween Mall Brands

Ecommerce Fatigue  
Parents' Mall Nostalgia

**73%**

have Millennial parents  
who grew up in the 1990s  
mall heyday

PAC SUN



claire's

GameStop

## Prestige Beauty

Aspirational  
Influencer Content

**66%**

get their skin care information  
from influencers &  
content creators

SEPHORA



## Value Retail

Savvy & Discerning  
Deal Shopping

**84%**

of parents say their  
Gen A's surprise them with their  
shopping savviness



five BELOW



Pinduoduo

## Customizable Lifestyle

Brand Loyal  
Self-expression & Optionality

**92%**

feel that being their authentic  
self is important





# Implications for C&U Dining

- ❑ Culturally Diverse Menus
- ❑ Eco-Conscious + Zero Waste
- ❑ Customization & Interactivity
- ❑ Tech Integration
- ❑ Snacking > Formal Meals
- ❑ Food = Social Currency







**TAKE  
ACTION**

**Our Approach to  
Gen Alpha**





# Leading with Innovation

- More Global
- More Snacking
- More Ready-to-Eat



# Leading with Marketing

Reaching digital dependents will require marketing strategy & discipline

Nespresso Lightens Up Its Marketing to Win Gen Z's Cold Coffee Drinkers





# Leadership Begins with Courage





Dedicated to  
your business

Collaboration is  
the Future





**Let's Do This!**



Questions?

any free