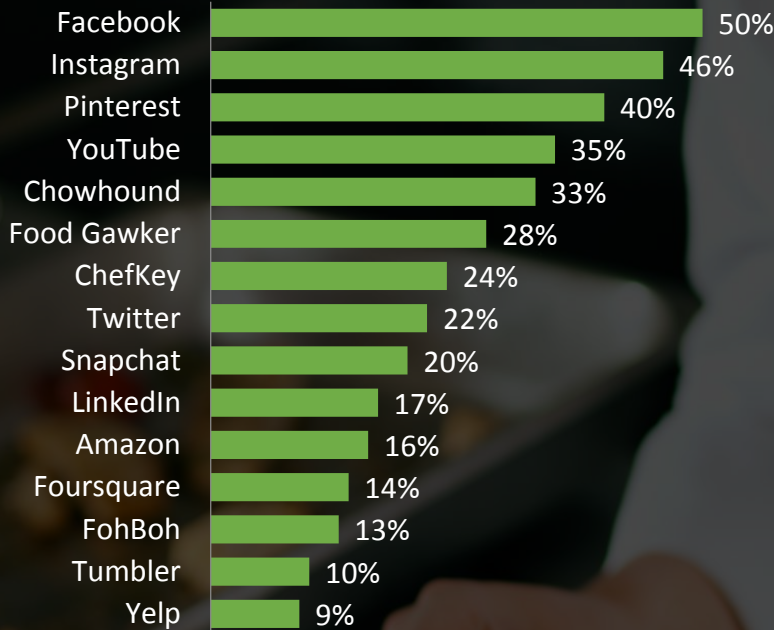


# THE MILLENNIAL CHEF

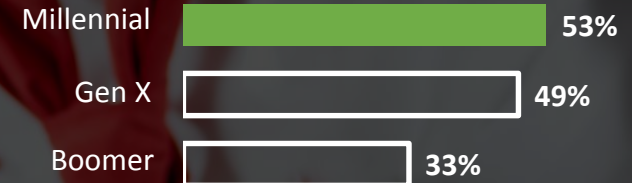
Millennial chefs are rising stars in the foodservice landscape. Creativity, a reliance on social media for new ideas, and a preference for made-from-scratch menu items are setting this generation apart. Suppliers who understand how the millennial chef mindset differs from previous generations will be better-equipped to navigate industry changes as this group gains further influence and authority over purchasing decisions.

## Q. Which social media platforms do you use for menu inspiration?



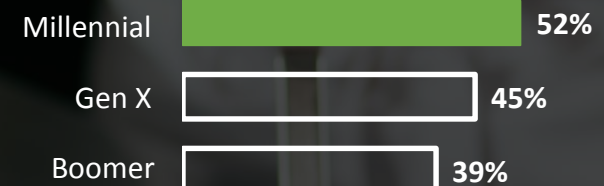
## Q. How would you prefer personally to prepare food in your operation?

### More from Scratch (BOTTOM TWO BOX)



5 point scale where 1=completely from scratch and 5=completely use fully prepared value-added items

### I like to take risks in the dishes I create (TOP TWO BOX)



5 point scale where 5=strongly agree, 1=disagree completely

Source: Q1 Consulting Understanding and Selling to Millennial Chefs Study



Though Instagram has roughly a third of Facebook's user base with more than 500 million monthly users, nearly as many chefs (46%) cite the photo- and video-sharing platform as a resource for menu ideas.