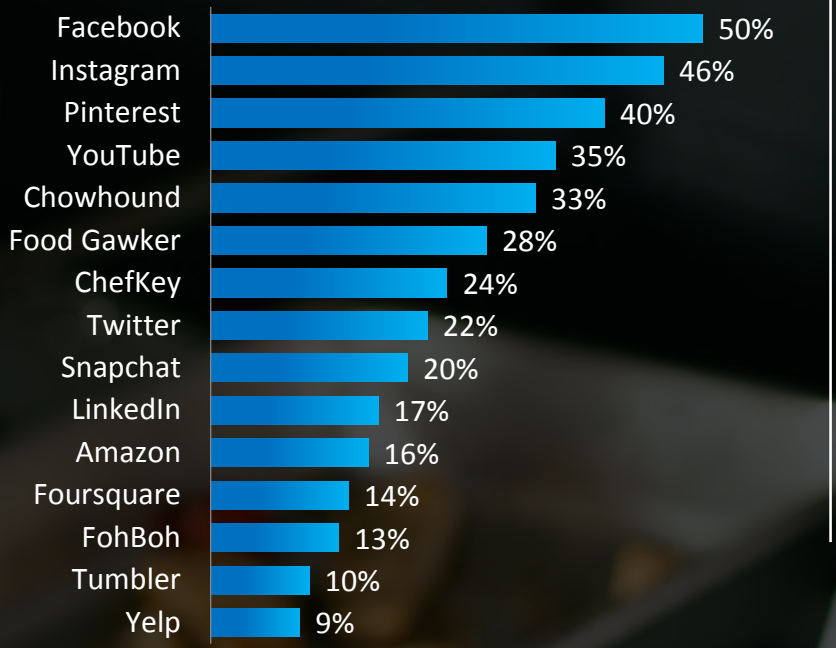


# THE MILLENNIAL CHEF

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?

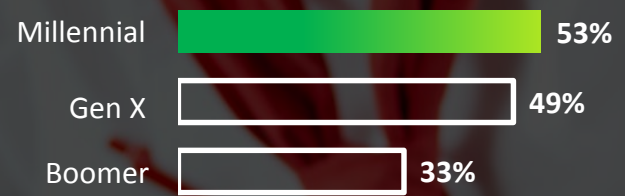


**Q.** How would you prefer personally to prepare food in your operation?

## More from Scratch

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

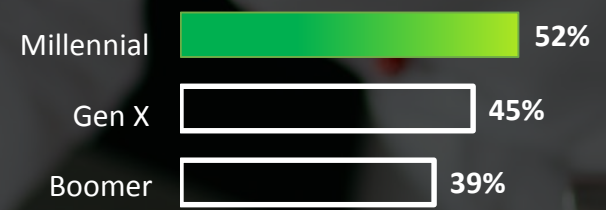
(BOTTOM TWO BOX)



## I like to take risks in the dishes I create

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

(TOP TWO BOX)



**FSIP'S TAKE**



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.

Source: FSIP Understanding and Selling to Millennial Chefs Study