

WHAT ABOUT

GENERATION Z

5 things you need to know to be ready for the next generation of diners...

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Z: The generation born after the Millennials, starting with individuals born in 1997.

It's time to starting thinking about the next generation. The first members of Generation Z are venturing out to cafes and restaurants, finding new favorites and sharing their discoveries on social media. As their spending power grows, one question looms:

What can restaurants do to win fans from Generation Z?

KEEP IT SIMPLE

Average attention spans are declining—down to **8 seconds**, for Generation Z. Respond by shrinking menus to a few essential offerings.

NOT SO FAST, FOOD

The teen diet has long been associated with a few staples—pizza, tacos, burgers, and other fast foods. However, Generation Z is becoming more health-conscious at a younger age.

INTERNATIONAL TASTES

66% of adults who enjoy international food say their children share their enthusiasm. *Global variety is becoming part of the American palate.*

THE BRAG FACTOR

"Let me take a selfie." Photo-friendly food is huge with this social-media-savvy group. A focus on presentation is helping many restaurants score more likes and hashtags.

CONSCIOUS CUISINE

76% of Gen Z is concerned about humanity's impact on the environment. *Local, sustainable options are their faves.*

There are around **61 million** members of Gen Z in America—**19%** of the total population.

Generation Z is coming. You ready?

If you're looking to serve a new generation of diners, it helps to have a partner. Mission Restaurant Supply helps restaurants, cafes, and diners around the nation with award-winning equipment and supply service.

[Learn more about us online](#) or call us at **1-800-319-0690**.



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From our [website](#) to our stores and our team, we aim to provide the best.

A past FE&S nationwide dealer of the year winner, [missionrs.com](#) is known nationwide for our dedication to extraordinary customer service, a family-like atmosphere, and strong commitment to the industry. Our team is comprised of restaurant supply and equipment experts that are focused on our customer success. Long-term relationships and customers have helped us grow, and we're committed to continuing that personal service.

Some interesting references:

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