



# “Foodie”

## As Defined by Food Culture

We live in a fully engaged food culture today, where anyone can step forward and proclaim, “I’m a foodie!” Chances are, however, that when you hear someone using “foodie” to describe themselves, they aren’t the real deal. They are not an **Authentic** foodie...they are most likely an **Everyday** foodie.

### what it means to be an Everyday Foodie

Easily describes themselves and others who enjoy eating out as “foodies”

Is interested in exploring ingredients outside what they grew up with

Is a follower of the latest food trends

Prefers to blend novelty with health and convenience

Enjoys discovering new flavors at QSR, fast casual eateries and their local supermarket

The Everyday foodie is carving out a space in Food Culture where better flavor and better nutrition go hand in hand

The Everyday foodie looks to the Authentic foodie for inspiration

### what it means to be an Authentic Foodie

Would not call themselves a “foodie”

Is devoted to extreme eating and taste tripping

Is obsessed with obscurity

Is all about experts and sees food experiences as live art

Is more attracted to squishy than swanky (e.g., tripe over truffles)

Asks for nothing on the side, admits to no food sensitivities

Seeks forbidden and rare foods cloaked in preciousness (e.g., seasonal, local, wild)

