

WELLNESS IN THE KITCHEN

Wellness Food Trends

Consumers continue to seek fresh foods with signs of less processing. These are fluid, consumer-defined concepts, and the relevant cues for what consumers will reject, accept or seek out vary by level of engagement with health and wellness and evolve over time. Here are views on the role of food and beverage in the lives of the four primary consumer segments within the World of Health & Wellness:



PERIPHERY

Food and Beverage:

For fueling the body without eating too much

Eating Well:

- Avoiding negatives (high calories, sugar, salt)
- Eating more good things, keeping healthier alternatives available (water, salsa, turkey, home-cooked meals)

Food Purchases:

Prioritize lowest price, brand names, convenience



OUTER MID-LEVEL

Food and Beverage:

For fuel, but also nourishment

Eating Well:

- Avoiding negatives (high calories, sugar, salt, unnatural chemicals)
- Eating more good things (water, foods with recognizable ingredients, organic, sometimes home-cooked meals)
- Making time to enjoy the food and people's company

Food Purchases:

- Prioritize price and habit, mainstream brands with "healthy" callouts
- Some experimentation with fresh, less processed foods



INNER MID-LEVEL

Food and Beverage:

Nourishment for now and the future

Eating Well:

- Avoiding processed foods and foods that don't feel good to eat ("empty" foods, HFCS, MSG, GMOs, too much caffeine)
- Seeking more richly nutrient-dense, natural ingredients (organic, omega-3s, probiotics)
- Being more mindful; slow, appreciative eating and drinking more often

Food Purchases:

- Prioritize fresh and convenience
- Cooking from fresh ingredients
- Aspiration towards homegrown



CORE

Food and Beverage:

Are the center of a proactive approach to wellness for body, soul and planet

Eating Well:

- Avoiding foods whose safety or nutritional content will compromise how the body functions (anything processed, industrial or genetically engineered/modified)
- Seeking foods that are perfectly attuned to the body's needs at any given time (particularly live, raw, nutrient-dense foods)
- A spiritual relationship with eating and cooking

Food Purchases:

Prioritize highest standards for fresh, less processed, local and seasonal, bulk and less packaging

Source: [A Culture of Wellness 2013 report](#), The Hartman Group