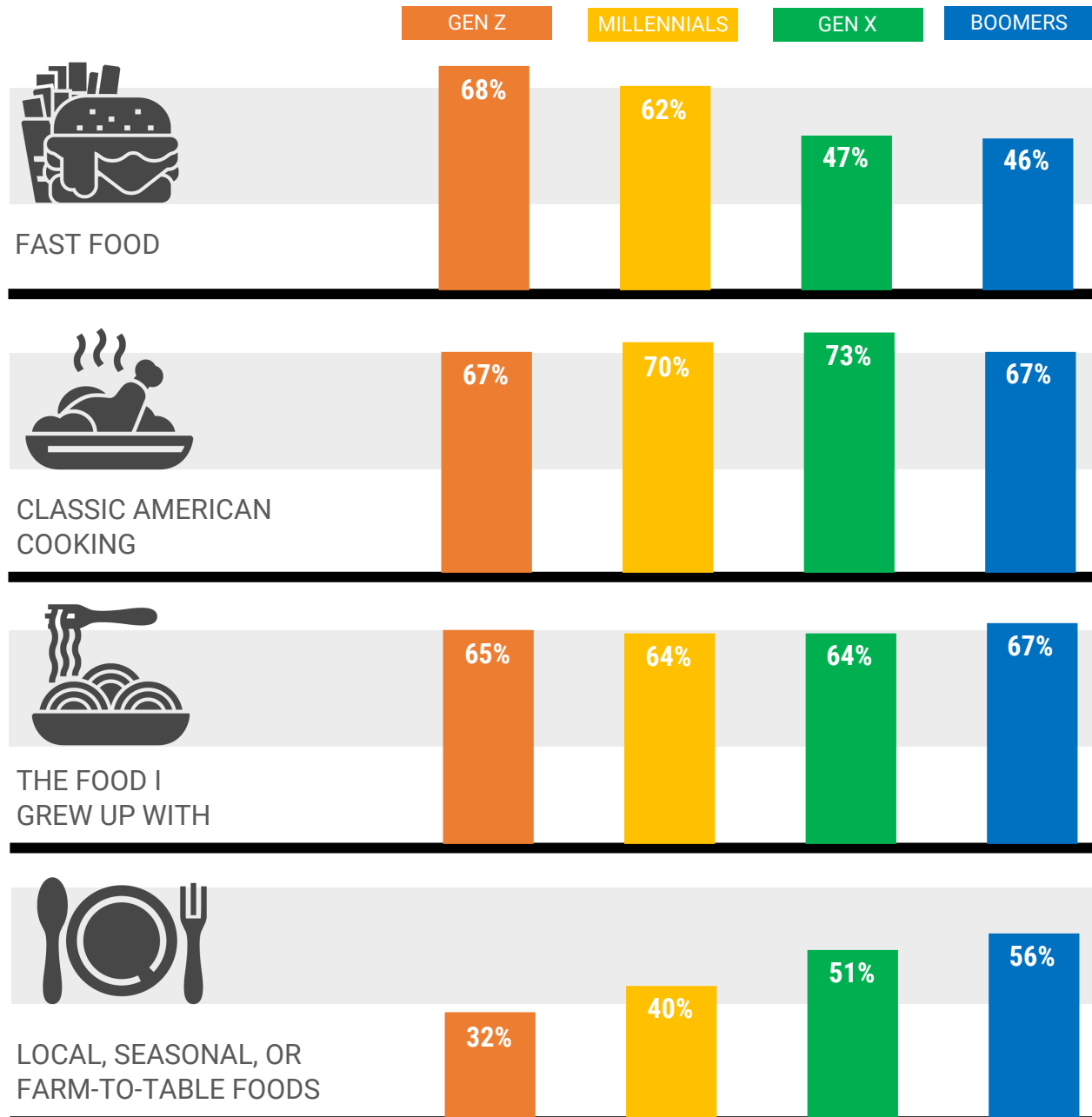


GEN Z SHOW A PREFERENCE FOR FAST FOOD AND FAMILIAR TASTES

OLDER GENERATIONS ARE MORE LIKELY TO ENJOY LOCAL FOODS, WHICH TEND TO COME WITH HIGHER PRICE TAGS. CURRENTLY, YOUNGER CONSUMERS ENJOY MORE FAST FOOD, SUGGESTING A PREFERENCE FOR CONVENIENCE AND LOW COST.



HARTMAN ANALYSIS

Gen Z currently look like a blend of Millennials and their Gen X parents, but they are still defining themselves and their preferences. Millennials are notorious for their desire for the new, but Gen Z – still children – are a bit more pedestrian in their tastes. Likewise, they’re also less driven by nutrition or quality cues than other generations. Tracking these attitudes will be key as Gen Z gain more independence and experience. Source: The Hartman Group’s *Gen Z 2018* report

