

Postcard From the Evolving Culture of Food & Beverage



Smartphone users are an indicator of consumers' deepening immersion into food & beverage culture

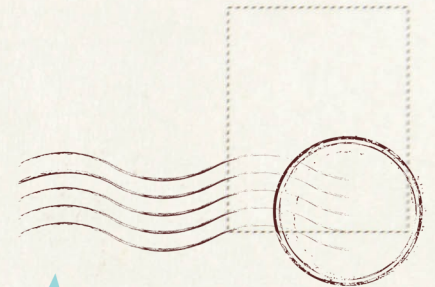
52% of smartphone users "eat at a restaurant or café" at least weekly

heartbeat **ACUMEN**

Greetings once again,

As we continue our exploration of food and beverage culture, we've noticed that smartphone users are more highly engaged and active participants in the World of Food & Beverage. Not too surprising, but younger smartphone users (*Millennials specifically*) are most likely to, at least weekly, eat at a restaurant or café (54%), order takeout from a restaurant (33%) and have meals delivered to home from a restaurant (18%). There's much more.

Will write again soon...



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Source: *Digital Food Life 2014* report,

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