



The future of food is here— and hungry.

MEET THE KIDS WITH AN APPETITE FOR
THE NEXT GENERATION OF PLANT-BASED FOOD.



Food and beverage operators have been setting the proverbial tables for Gen X, Millennials and Gen Z for years. But when it comes to what's next, Gen Alpha—those born in 2010 or afterwards—is already shaping the future of food trends with cravings for plant-based food.

Gen Alpha: a fresh beginning of anything but basic

They may not be walking the supermarket aisles or perusing menus solo just yet. But with Millennial parents guiding their food choices, Gen Alpha is increasingly served options that are in line with growing food trends. As drivers for market disruptors from the moment of their birth (with many of their parents serving nutrient-rich homemade baby food and other innovations), this generation has food at the centerpiece of family life—with parents bringing a sense of discovery and fun via creativity, exploration and experimentation in the kitchen.

FOOD IS A MEANS TO SHARE AND TEACH VALUES

Values ranked higher for Millennial parents compared to Xer parents



Base: US consumers with children under the age of 18 in the household
Source: CEB Iconoculture Values and Lifestyle Survey, October 2016

A new crop of plant-based foodies in the making

Born to the Millennials who have led the charge in adopting more plant-based eating, Gen Alpha kids are seeing more veggies and less meat on their plates because of their parents. But they also have genuine cravings—yes, this generation counts sweet potatoes, cauliflower, and

coconut milk among their favorites—that are all their own. Fifty-two percent of parents say they want to feed their kids more plant-based foods—and those kids want them, with 34% asking their parents for more goodness grown from the ground up.

Reaching reaching both sides of the parent/child duo doesn't have to be difficult: research shows that, regardless of age, consumers are equally hungry for plant-based options that are great-tasting and also serve up environmental and nutritional benefits.¹

APPROACH TO FEEDING PLANT-BASED FOODS TO CHILDREN²

They already eat plant-based foods regularly and I don't think they need to eat more

12%

They already eat plant-based foods regularly and I want them to eat even more

18%

They very rarely eat plant-based foods now but I want to have them eat more

34%

INFLUENCE OF CHILDREN IN PLANT-BASED PURCHASING²

My children eat plant-based foods but do not understand that they are plant-based or how they differ from traditional options

25%

My children enjoy eating plant-based foods and request me to purchase them

19%

I already purchase plant-based foods for myself and my children enjoy eating them, too

19%

¹ Plant-based Sentiment Results from Parents of Gen Alpha, 2021

² Rich's 2021 Consumer Sentiment Survey





Help good things grow for little appetites

For operators looking to meet the demands of increasingly savvy parents and kids alike, putting plant-based options on the menu is a strong step to standing out. By freshening up these miniature menus—from entirely new tastes to plant-based classics, there's an opportunity to boost plant-based consumption and grow your bottom line.

Because while parents naturally choose home as the first place to add more plants, they also show plenty of interest in seeking out those

options in schools, QSRs and midscale dining locations.³ Even in-store bakeries have the chance to grow their business—meeting customer demand where they're already shopping is a simple way to capture market share (and make consumers' shopping experiences easier).

The most important quality to keep in mind when harvesting the best of this demand from these audiences? Delicious taste still has to come first—without any compromises.

Our team has developed a number of kid-inspired plant-based recipes—and to date, we've found there are many (tasty) ways to keep both Gen Alpha kids and their parents at the table and coming back for seconds, from serving up plant-based versions of traditional indulgences (like mac and cheese and ice cream) to “hidden veggie” foods where little eaters don't notice the difference from their favorites.³

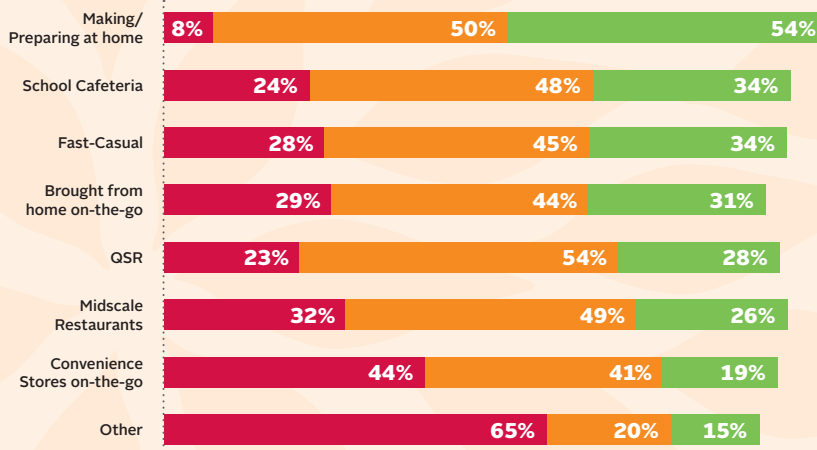
³ Plant-based Sentiment Results from Parents of Gen Alpha, 2021

WHERE PARENTS WANT PLANT-BASED FOODS

For parents who buy plant-based foods for their children, home, restaurants and school top the list of desired sources.²

- Not interested in plant-based foods from here
- Would like to get or get more plant-based foods from here
- Currently get plant-based foods here

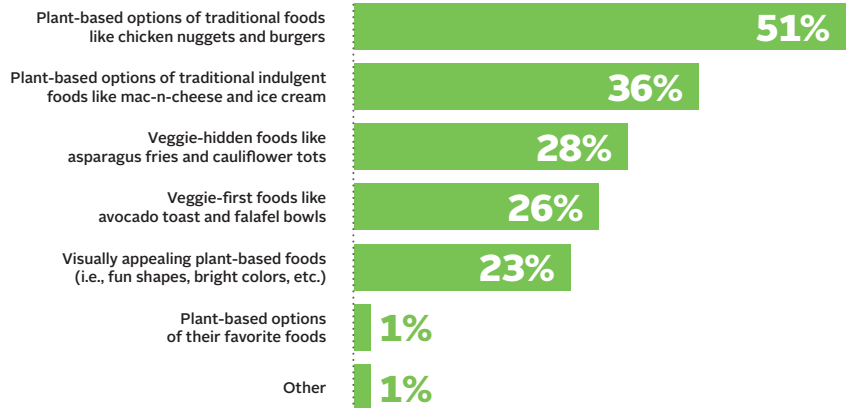
Source: Rich's 2021 Consumer Sentiment Survey



FOODS THAT WOULD ENCOURAGE CHILDREN TO EAT MORE PLANT-BASED

Overall, half of parents believe that plant-based versions of traditional foods would encourage their kids to eat more plant-based, followed by plant-based versions of indulgent foods.

Source: Rich's 2021 Consumer Sentiment Survey



For inspiration on how to nurture your business (or your kids' menu) alongside a growing-up Gen Alpha, our downloadable Recipe Guide for our Plant-Based Portfolio offers some easy ideas for classic flavors that will be the pick of every little palate—while also serving up the plant-based ingredients and benefits that parents are hungry for.



[DOWNLOAD RECIPE GUIDE](#)



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CULTIVATE A NEW MENU WITH SIMPLE SWAPS

