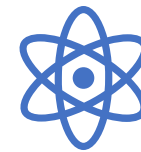


Session Overview



History of Grains in Global Cuisines

- Traditional recipes with a modern twist.
- How to honor tradition by telling stories through food.
- Where does history repeat itself in modern cuisine?



Gen Z

- Who are they?
- What makes them tick?
- How do we reach them?

Grains in Global Cuisines



Arborio



- Base for one of the most well known rice dishes in the world, risotto
- Now prepared with non traditional risotto grains such as farro and calrose



Whole Grain Risotto





Black Barley

- Originated in Ethiopia
- The high starch release and deep color lends itself to traditional recipes, giving them a modern feel



Black Barley Paella



Kamut



- Thought to have originated in Egypt
- Grown in Montana since the 1970's



Cranberry Orange Sunrise Porridge



Sorghum



- Originated in Northern Africa



Savory Sorghum Porridge





Black Rice

- Originated in Southeast Asia
- Now being grown in Italy, South and North America



Black Rice Pudding





Whole Grain 5

Whole Grain Arroz con Pollo



Generation Z Characteristics



Have never known a world without terrorism

Seek the security that cultural tradition brings



Are the most ethnically diverse generation

Are curious about new foods based on their surroundings



Have been shaped by the recession

Seek value and authenticity, do not trust corporate greed or food claims



Are curious about cooking

Thanks to the elevation of chefs on television and the popularity of meal kits



Gen Z

“Inside Gen Z” New York Times, Nov. 1, 2018

November 2018 #WholeGrains2018



Summer Hodgkinson

Noah Lee, 17, Canton, Ga.

Our generation is so into technology and phones that we don't see life around that. All day, every day, we text or post on social media. We only see things through our phones.

“Inside Gen Z” New York Times, Nov. 1, 2018

November 2018 #WholeGrains2018



Eleanor Kinsel

Eleanor Kinsel, 16, Seattle

A teenage girl is lighting a votive candle in a church. Every Sunday, Maxine attends church service with her family, something that her parents also did when they were teenagers. My generation lives in a different world than past generations, however; participating in traditions helps bring us together.

Marketing to Generation Z



Digital Natives

*One-click ordering,
photo sharing,
instant reviews*



Customization

Choices are key



Plant-based foods

*Sustainability is a
priority*



Independence

*Get out of the
cafeteria setting
(food courts/trucks)*



Mobility

*Grab and go,
gourmet snacking,
undefined dayparts*



Adventure

Next great flavor

Choices



Bibimbap Bowl



Harissa Roasted Vegetable Bowl



Black Pearl Pork Chile Verde Bowl



Mediterranean Kofta



Freekeh, Quinoa & Wild Turkey

3



Wild & Free Lentil Burger



Vegan Aztec Burger



Food Trucks



Independence



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Mobility



Snacking



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Cheers!



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