APPETITE FOR LIFE
What food means to Australians today
ACTIVATE THE DOPAMINE!

...........

3 in 5 consider food to be one of their greatest sources of pleasure

ALMOST HALF (46%) of Australians now consider themselves to be a foodie
THE FIVE BIG SHIFTS

1. BEYOND THE PLATE
2. THE HUNGER FOR MORE
3. FOODOLOGY
4. THE FOOD COACHES
5. THE CHAT & CHEW GAP
FOOD BRANDS ARE EMBRACING LIFE

CELEBRATING THE JOURNEY AS MUCH AS THE DESTINATION
CULTS AND STUNTS
GROWING KNOWLEDGE ABOUT THE BUILDING BLOCKS OF LIFE
FOOD IMPACTS ALL AREAS OF OUR LIVES
2. THE HUNGER FOR MORE
FROM QUICK & EASY TO FAST & FABULOUS

Q: Which statement best describes you as a cook?
3. FOODOLOGY
WE CALL THIS INTERSECTION OF FOOD + IDEOLOGY + BIOLOGY YOUR “FOODOLOGY”
52% of 21-32 year olds would rather go to a food festival than a music festival

Source: Mediapost’s Food the New Status Symbol, 10th Oct 2014
4. THE FOOD COACHES
TRUST HAS BEEN DEMOCRATISED ACROSS FOUR FOOD COACHES

<table>
<thead>
<tr>
<th></th>
<th>FOOD MEDIA</th>
<th>CELEBRITIES</th>
<th>PEERS</th>
<th>BRANDS</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>48% food magazines VS</td>
<td>31% celebrity chefs VS</td>
<td>4 in 10 rely on trusted food</td>
<td>47% “If there’s a specific brand used in a recipe I’ll use that one”</td>
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<td>20% food section of women’s interest magazines</td>
<td>13% food bloggers</td>
<td>communities like Best Recipes</td>
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## SOURCES FOR NEW RECIPE AND FOOD PRODUCT IDEAS

Websites, cookbooks & magazines are still the top sources

**Q: Where do you get new recipe and food product ideas from?**

<table>
<thead>
<tr>
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<th>2011</th>
<th>2015</th>
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<tbody>
<tr>
<td></td>
<td>50% food websites</td>
<td>62% food websites</td>
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<td></td>
<td>52% cookbooks</td>
<td>52% cookbooks</td>
</tr>
<tr>
<td></td>
<td>51% food magazines</td>
<td>47% food magazines</td>
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<tr>
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<td>20% social media</td>
<td>42% social media</td>
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<td></td>
<td>48% food TV shows</td>
<td>38% food TV shows</td>
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*Image: New Lane Means*
THOUGH NOT ALL RECIPES ARE CREATED EQUAL

1 in 3 agree
“I find a lot of recipes simply don’t work”

#NAILEDIT
5. THE CHAT & CHEW GAP
WE ARE FULL OF CONTRADICTIONS

ATTITUDES ARE NOT BEHAVIOURS

8 in 10 say it’s important to eat healthy

YET

Only 41% agree “Eating healthy is a priority for me”
WE THINK WE’RE HEALTHIER THAN WE ARE

PERCEPTION
6.8 / 10
4 in 5 gave their diet a score of six or higher

REALITY
5.7 / 10
20% lower than perception
2015 UPDATE

THE SIX HOUSEHOLD COOK AUDIENCE PROFILES
2015 HOUSEHOLD COOKS AUDIENCE PROFILE

- **15% Health Hurriers**
- **7% Reluctant Roasters**
- **20% Competent Convenience Cravers**
- **17% Passionate Providers**
- **24% Creative Connoisseurs**
- **17% Holistic Foodies**

Axes:
- Food is just fuel
- Food is everything
- Health driven
- Not health driven
AUDIENCE PROFILES AT A GLANCE...
THE 5 BIG SHIFTS › IMPLICATIONS

1. BEYOND THE PLATE
   › Food brands must find a cultural connection

2. GROWING HUNGER FOR MORE
   › Tick all the boxes: flavour adventures + fast & fabulous + great value

3. FOODOLOGY
   › Understand Millennials and align with their values

4. THE FOOD COACHES
   › Earn trust by leveraging food specific media, brand integrations, celebrity and user content

5. THE CHAT & CHEW GAP
   › Make it a priority to help educate and guide her towards a healthier life
THANK YOU