



Ok, Zoomer. What do you want to eat?

The New Definition of a Restaurant... According to Gen Z.

May 2023 | National Restaurant Show

THE CULINARY EDGE

We are a unique kind of company.

The Culinary Edge is one of the USA's leading food & beverage innovation consultancies. We have worked with 25% of the top 200 restaurant brands, and many of the USA's leading food & drink product/solution brands.

We fuse culinary excellence with human-centered design, to forge the future of what we eat and drink.

A photograph of a modern restaurant interior. The scene is dimly lit with warm, ambient lighting. On the left, tall wooden shelves are filled with various bottles, likely wine or beer. In the foreground, several tables are set with white plates, glasses, and folded napkins. In the background, a bar area is visible with a staff member wearing a white apron working behind the counter. The ceiling features exposed wooden beams and modern pendant lights. A sign for "Restrooms" is visible in the distance.

What do you picture when I say
restaurant?

What does Gen Z see?



AN APP




A DELIVERY DRIVER



A DRIVE-THRU



A GAS STATION

A photograph of three people sitting at a restaurant table. On the left, a man with dark hair and a beard is smiling and looking towards the center. In the middle, a woman with dark curly hair is smiling and looking towards the right. On the right, a woman with long blonde hair is seen from the side, looking towards the center. The table is set with plates of food, including rice and bread, and glasses of wine. The background is decorated with colorful floral arrangements. The text "What do you picture when I say 'let's grab a bite'?" is overlaid on the image in white and teal colors.

What do you picture when I say
“let’s grab a bite”?

What does Gen Z see?

ARM CANDY



TREND CHASING

What do you picture when I say

dining experience?



FOOD THEATER



EAT-ERTAINMENT



INTERACTION

A customer in a dark long-sleeved shirt and blue jeans is standing at a self-service kiosk in a cafe. The kiosk has two large touchscreens displaying food and drink options. In the background, there are shelves with various beverages and signs that say "ORDER HERE" and "ORDER".

What does Gen Z see?

EASE OF ORDERING



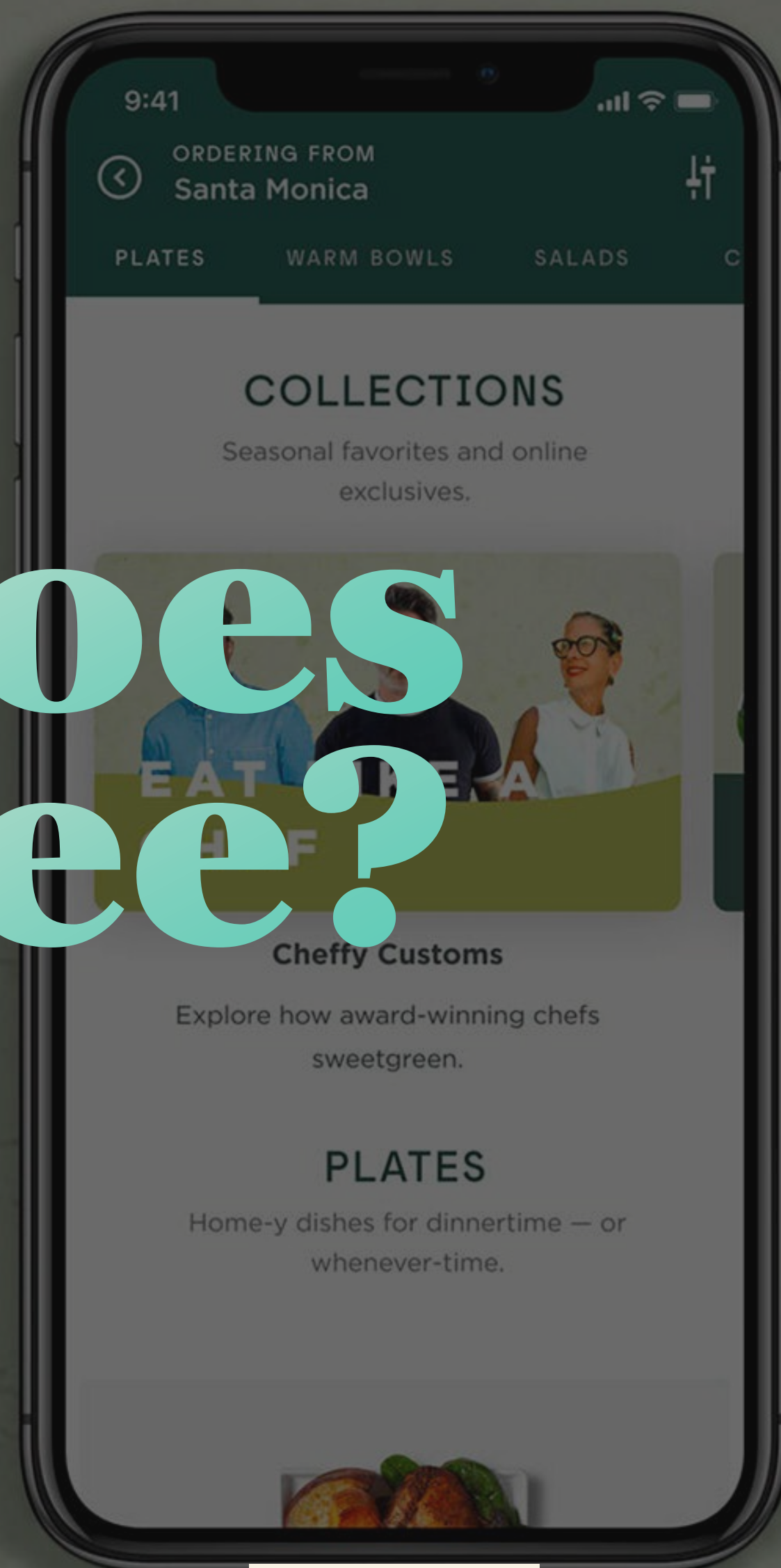
sweetgreen

What do you picture when I say
sweetgreen?



What does Gen Z see?

THE PRODUCT



THE APP



THE BRAND

There's no question that the definition of a **restaurant** is changing.

The drivers of that change (Gen Z) are **eating out less than ever.**

Gen Z has \$360 billion in disposable income — and as more members of the generation approach adulthood, their buying power will only grow. Unfortunately for restaurants, they're dining out about 11% less than Millennials were at the same age, according to NPD Group.

According to NDP: "The pandemic, more competition for their dollars, and rising prices keep Gen Zs' restaurant visits lower."

\$360b

GEN Z'S DISPOSABLE INCOME

-11%

GEN Z'S SPENDING ON RESTAURANTS COMPARED TO MILLENNIALS

**And yet, Gen Z is
more obsessed with
food than ever.**

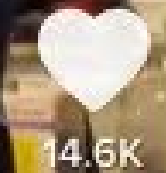


@spurweezy · 4-5
Steamed Clams with a garlic butter and sherry cream sauce #clamshell #steamed #shellfish #sherry #toasted #bruschetta #chopped #garlicbutter

Matt 🍷 mxmtoon - pron

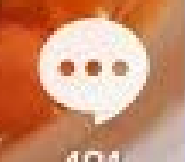


@eitan · 2d ago
Smashed Potatoes (IG: @EITAN)
Recipe On EitanBernath.com! #potatoes #smashedpotatoes #chef #cooking #recipe #food #potato #tik... See more
eitan original sound - eit



@jessiesayhey · 2019-12-8
Chicken Chili remember to salt your meal to taste, pics on insta #feelgoodfood #food #yummy #food #cooking #yum #forus

jessiesayhey original sound





Wash Your Hands



THE BEAR



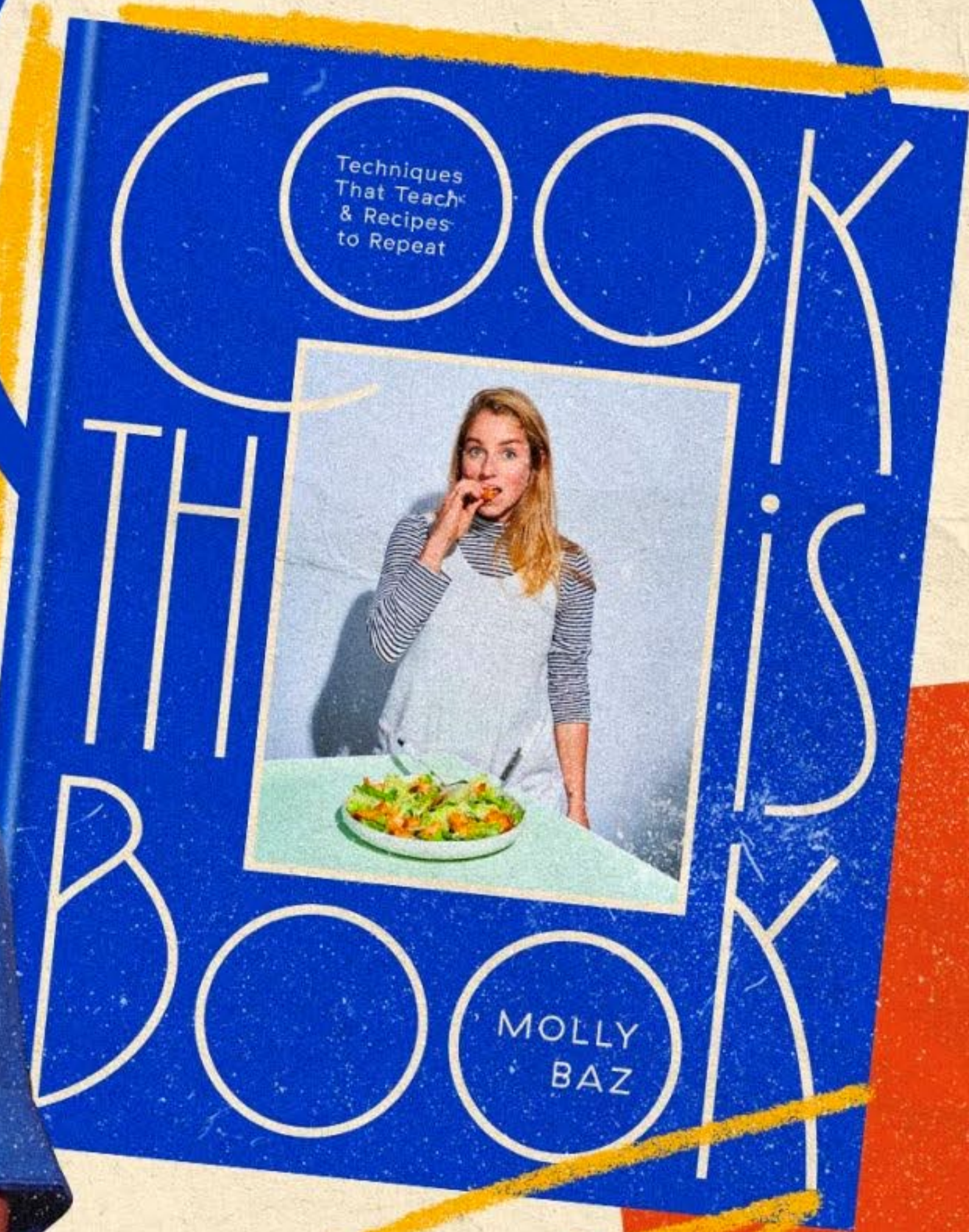
DUNKIN + CHARLI D'AMELIO



MCDONALDS + TRAVIS SCOTT

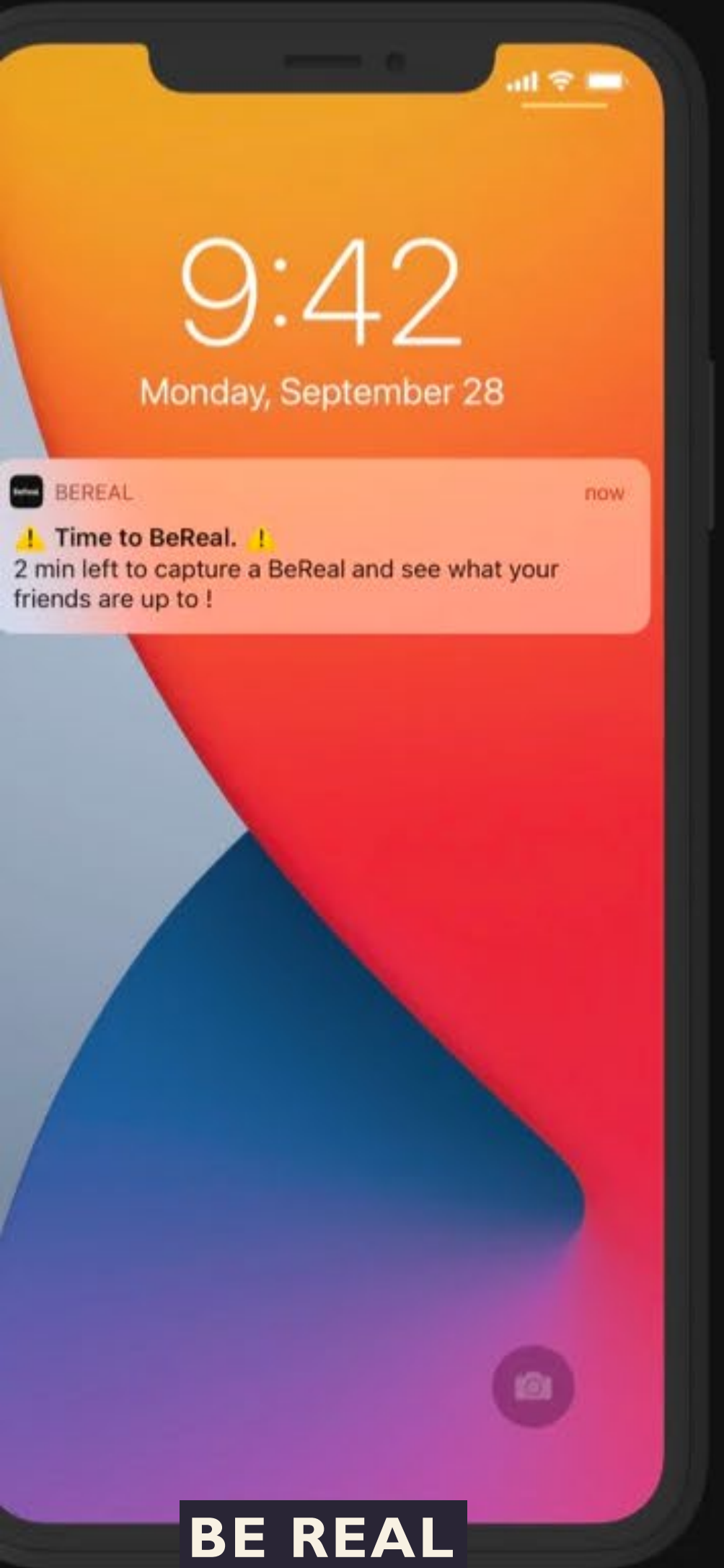


Techniques That Teach & Recipes to Repeat



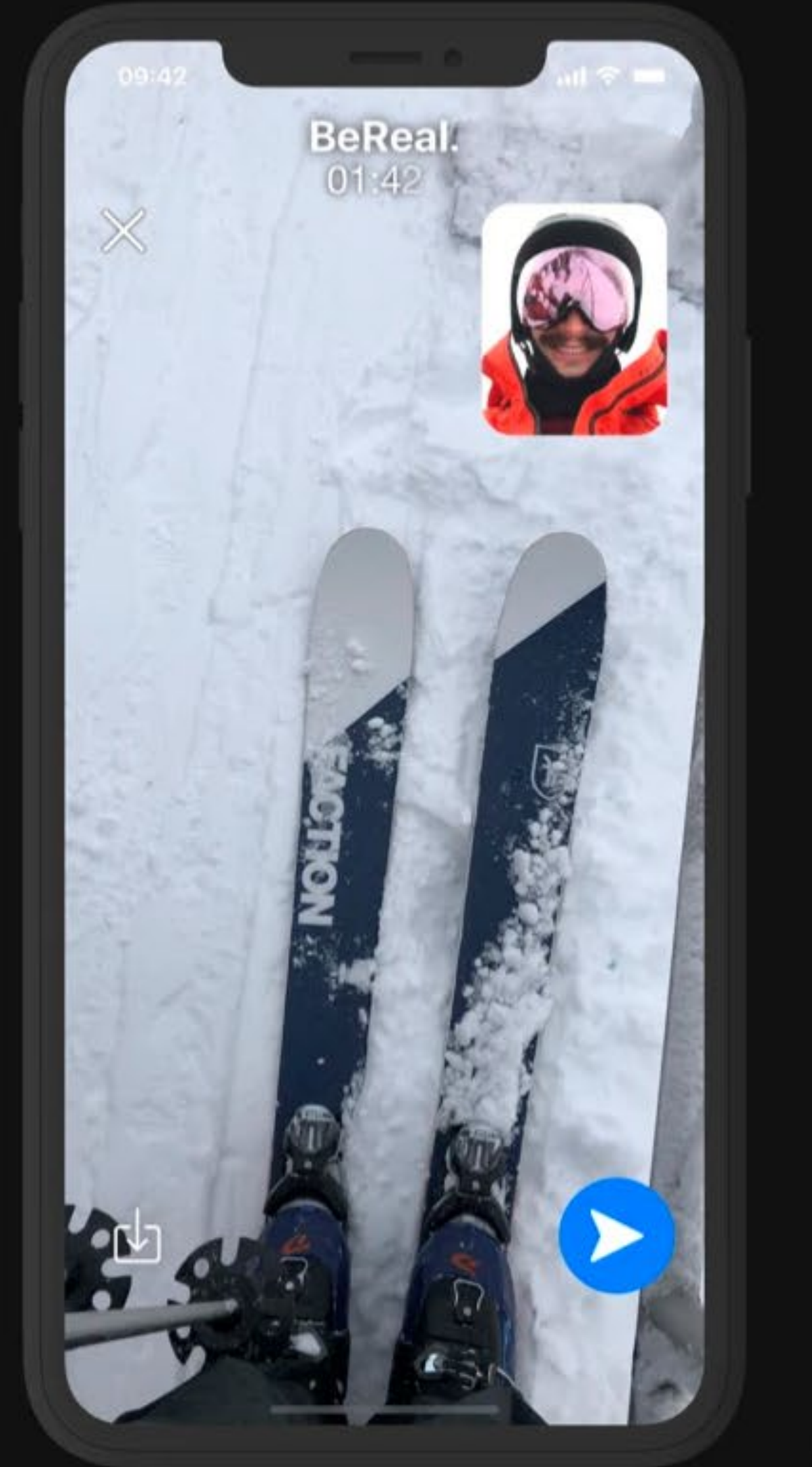
MOLLY BAZ

Once a day
everyone receives a
notification at the same time

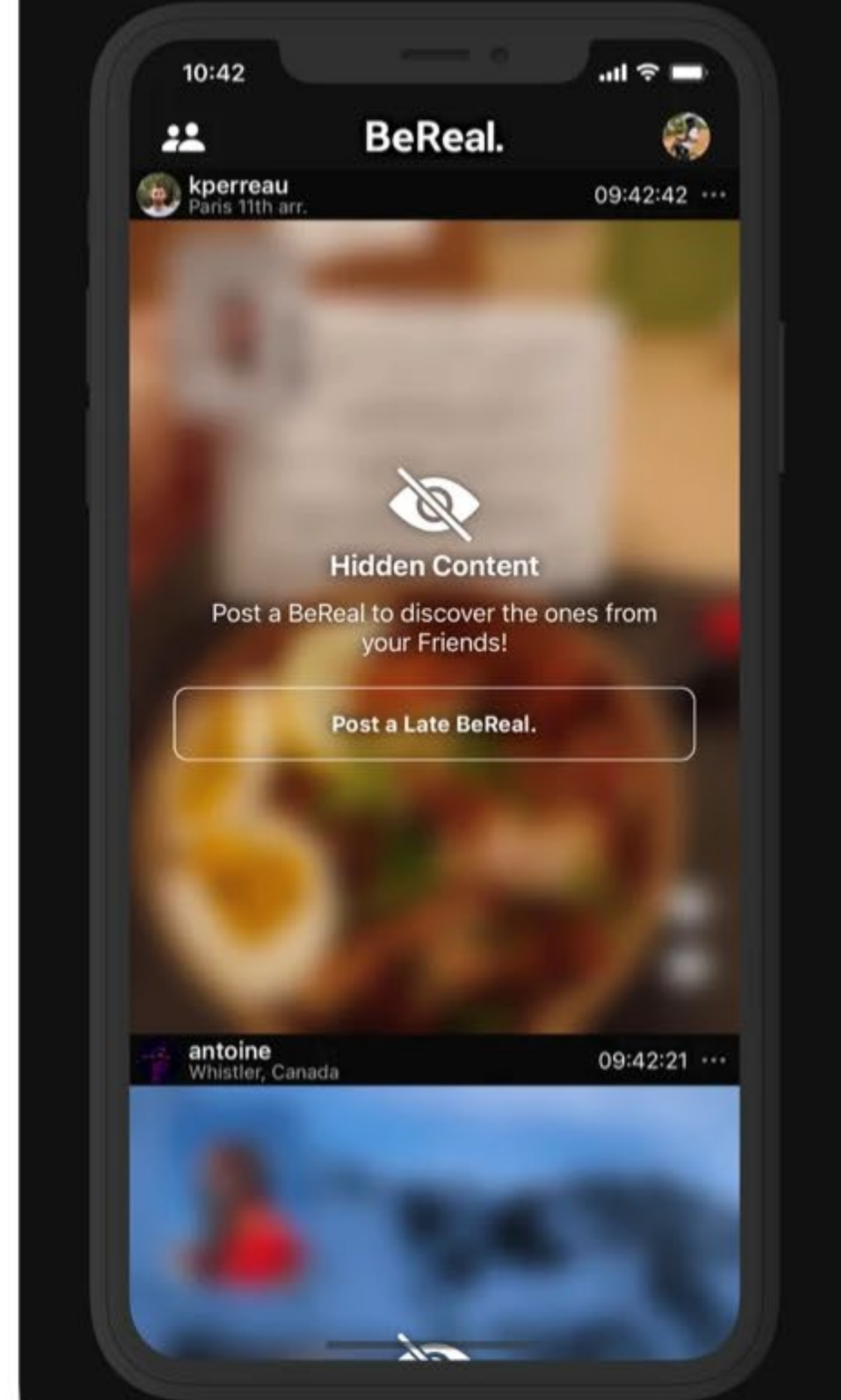


BE REAL

2 Minutes
to capture a **BeReal** of
what you are doing



See your Friends
only if you capture your
BeReal on time



Find out
what all your **Friends** are
doing right now





FILIPINO

SOUTHEAST ASIAN OMSOM SAMPLER

LEMON & GRASS

CHINESE

KOREAN

EAST ASIAN OMSOM SAMPLER

MALA SALAD

OMSOM



ALWAYS PAN



**The cultural
interest in food is
at an all time high.**

So what gives?

3 drivers behind Gen Z's restaurant restraint.

Consumers increasingly turn to food
to add adventure to their day... **just
not always at a restaurant.**

—
**We can't not
talk about
COVID.**

1

COVID ignited a cooking renaissance.

With freed up time, a constrained overall budget, and the inability to eat out, consumers have been spending more time than ever on food preparation. Although kitchen fatigue is setting in for many, a new set of kitchen habits have been set — with rising interest in fun, innovative and/or time-saving trends and techniques.

40%

of people said they will continue to eat home cooked meals more often than pre-pandemic times.

54%

of people are cooking more in the past year

35%

of people are taking on cooking projects and trying new techniques

Gen Z found new ways to eatertain themselves at home.

From TikTok food challenges, to sweeping “gotta try it” trends, to the YouTube fandom of the mukbang, making food fun at home was the name of the game. With Gen Z finding more and more reasons to get creative, learn a food-related skill and share their newfound cooking creativity on social media, this type of relationship to food is stronger than ever.



**Resulting in more money spent on food
to be consumed in the home.**

76%

Of Gen Z's monthly food budget
goes towards groceries.

55%

Of Gen Z has more delivery apps on
their phones than streaming apps.

Pandemic-enforced virtual living accelerated **online-first** shopping mentality.

As the first generation of 100% digital natives, Gen Z spends most of its dollars on the web. This generation researches and completes their purchases online.

Over 40% of Gen Zers buy more than half of their clothing items online.

600%

of Gen Zers use Instagram to discover new brands, products, and services.

They're
simply
spending
money
elsewhere.

2



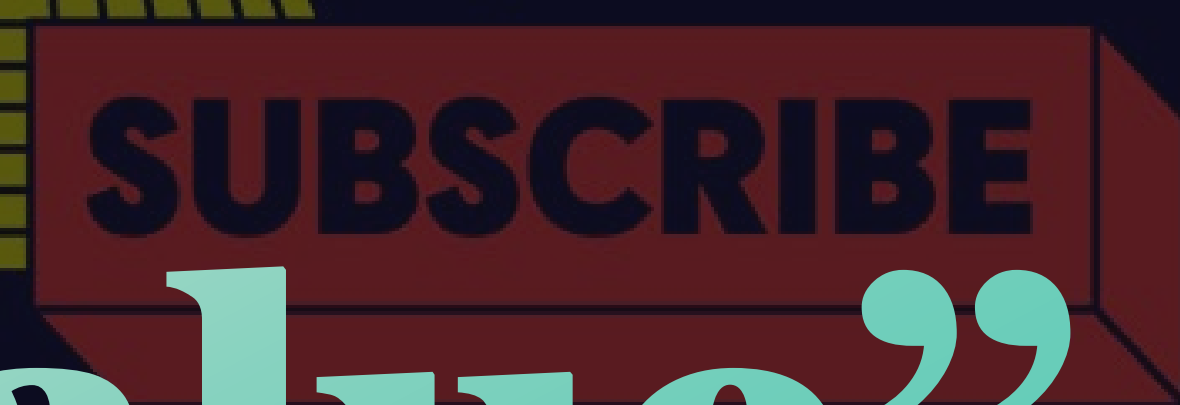
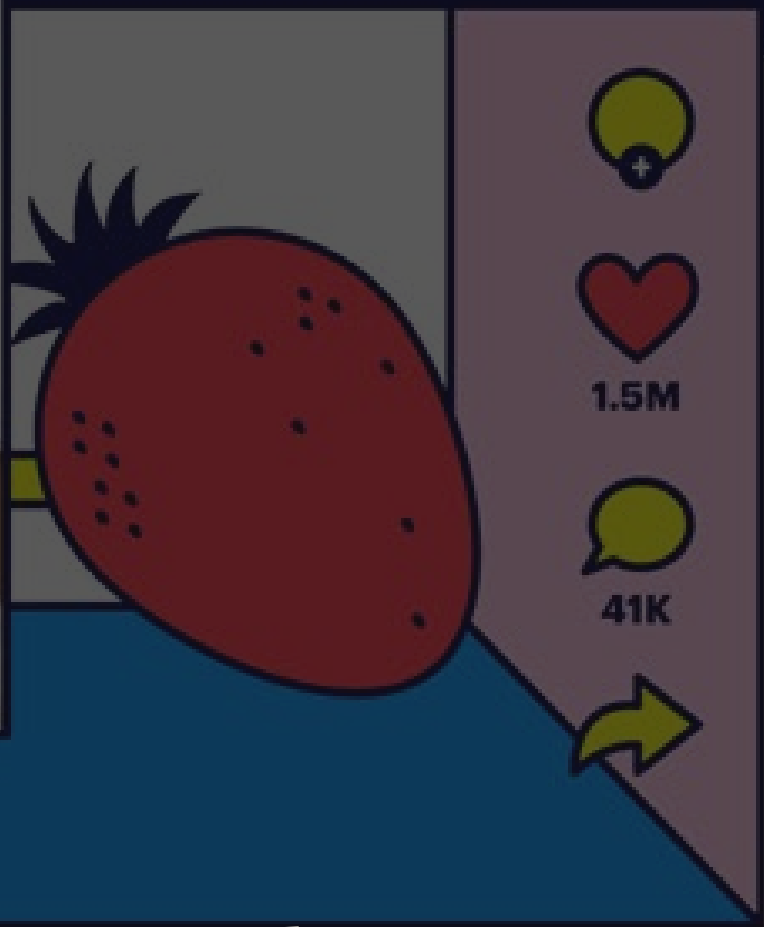
In contrast to the Millennial ‘experience generation’, Gen Z is back to **materialism**.

Apparel, footwear, beauty, and technology are among the categories on which young adult Gen Zs spend their money. Many apparel brands have successfully tapped into Gen Z values, like diversity, empowerment, and environmentalism — and, as a result, have **gained a larger share of their spending.**

Gen Z's dollar prioritizes **value** over retail experiences.

“Gen Z tends to be interested in purchases that provide the maximum amount of value for their money, while millennials are more focused on the buying experience.”

What does “value” mean to Gen Z?



Product quality.



MEISTER
SHOP NOW

As a fourth generation family cheese company, Meister isn't just known for making great cheese. We're also leading the charge on sustainability standards, animal welfare practices and responsible sourcing. We work with small and mid-sized farms in Wisconsin & Iowa who follow higher standards when it comes to how they treat their cows.



THE HIGHEST ANIMAL WELFARE STANDARD



PETALUMA CREAMERY
SHOP NOW

FARM FRESH DAIRY DIRECT TO YOU

What does it take to make creamy, high-quality cheese? At Petaluma Creamery, the answer is Jersey cows and a whole lot of pasture. But, we're bigger than just cheese. Petaluma Creamery has been a staple in the Sonoma County community for over 100 years, lending a hand to generations of local dairy farmers.



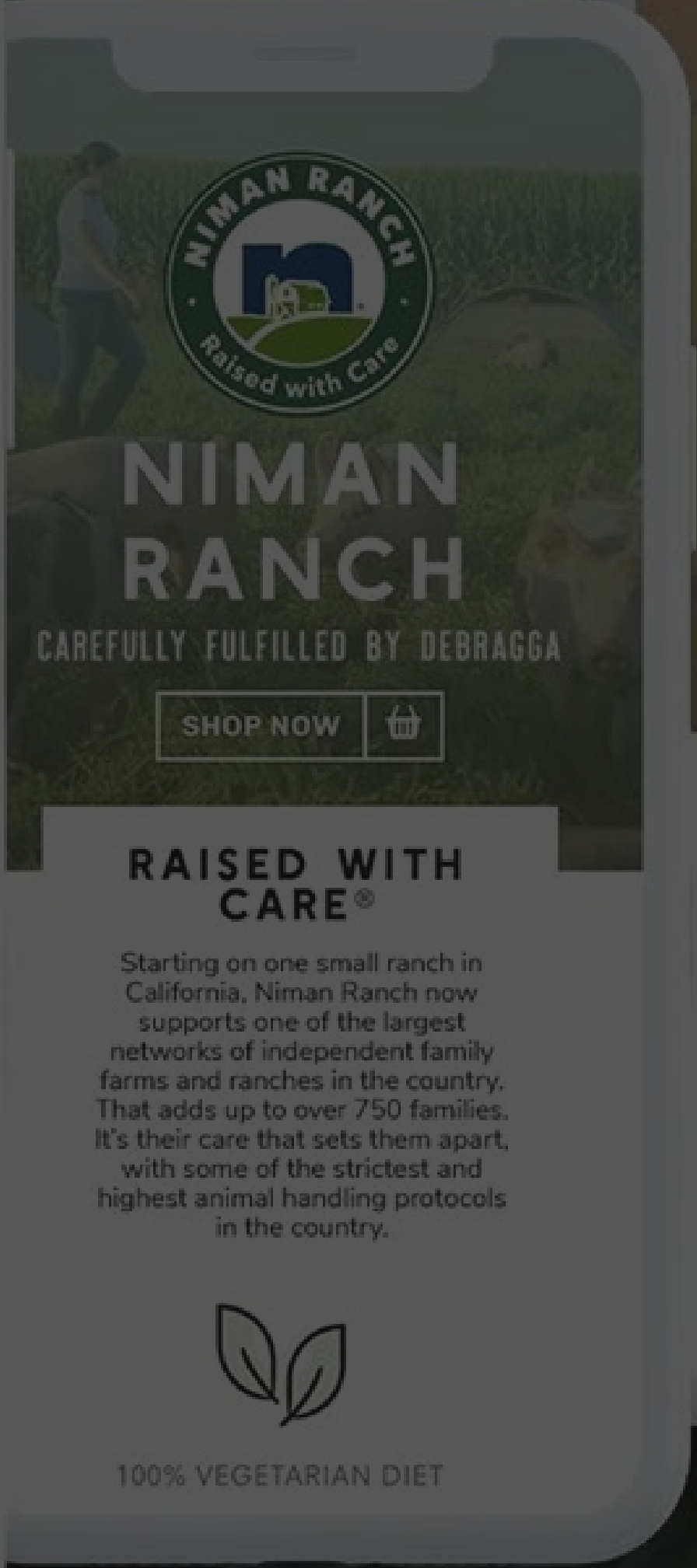
MADE WITH HIGH QUALITY MILK



CHIPOTLE
FARMERS MARKET
REAL FOOD, STRAIGHT FROM THE SOURCE

SEEDING THE FUTURE OF FOOD


At Chipotle, we work with small family farms who share our belief in Food



NIMAN RANCH
CAREFULLY FULFILLED BY DEBRAGGA
SHOP NOW

RAISED WITH CARE®

Starting on one small ranch in California, Niman Ranch now supports one of the largest networks of independent family farms and ranches in the country. That adds up to over 750 families. It's their care that sets them apart, with some of the strictest and highest animal handling protocols in the country.



100% VEGETARIAN DIET



MCKASKLE FAMILY FARM
SHOP NOW

EXPERIENCE TRULY GREAT GRAINS

As fifth generation farmers, Kaye and Steve McKaskle decided to break the mold and pioneer organic farming in Missouri. It started with cotton, and grew into popcorn, Basmati and Long Grain rice, soybeans, corn, cotton, and oats. Now, McKaskle Family Farm has some of the highest growing and manufacturing standards around.



100% ORGANIC & NON-GMO



**Product
longevity.**

A top-down view of two pizzas in cardboard boxes on a light-colored surface. The pizza on the left is topped with pepperoni and mushrooms. The pizza on the right is topped with arugula, red peppers, and tomatoes. A hand is visible at the top center, another at the top right, and a third at the left edge. A small bowl of sliced tomatoes is at the top center. The text 'Product volume.' is overlaid on the left pizza.

**Product
volume.**

DUTCH BROS
Coffee

But above all
else.....

Convenience.

Gen Z wants it fast. Like now.

75%

Oh, and make it as effortless as possible. In order to please this contingent of digital natives, brands are dishing up tech-first experiences that hinge on brand recognition. Gen Z wants to maximize engagement with their favorite brands through the minimal number of touchpoints.

of Gen Z consumers go to quick service or fast casual restaurants at least a few times per month.

TOP GEN Z DINING OCCASIONS

IN A RUSH

DAILY ROUTINE



16%

Classic quickservice restaurants win when it comes to share of Gen Z wallet.

SOURCE: [NRN.COM](https://www.nrn.com)



14%



13%

Leading to an openness to technologies that promote speed above all else.



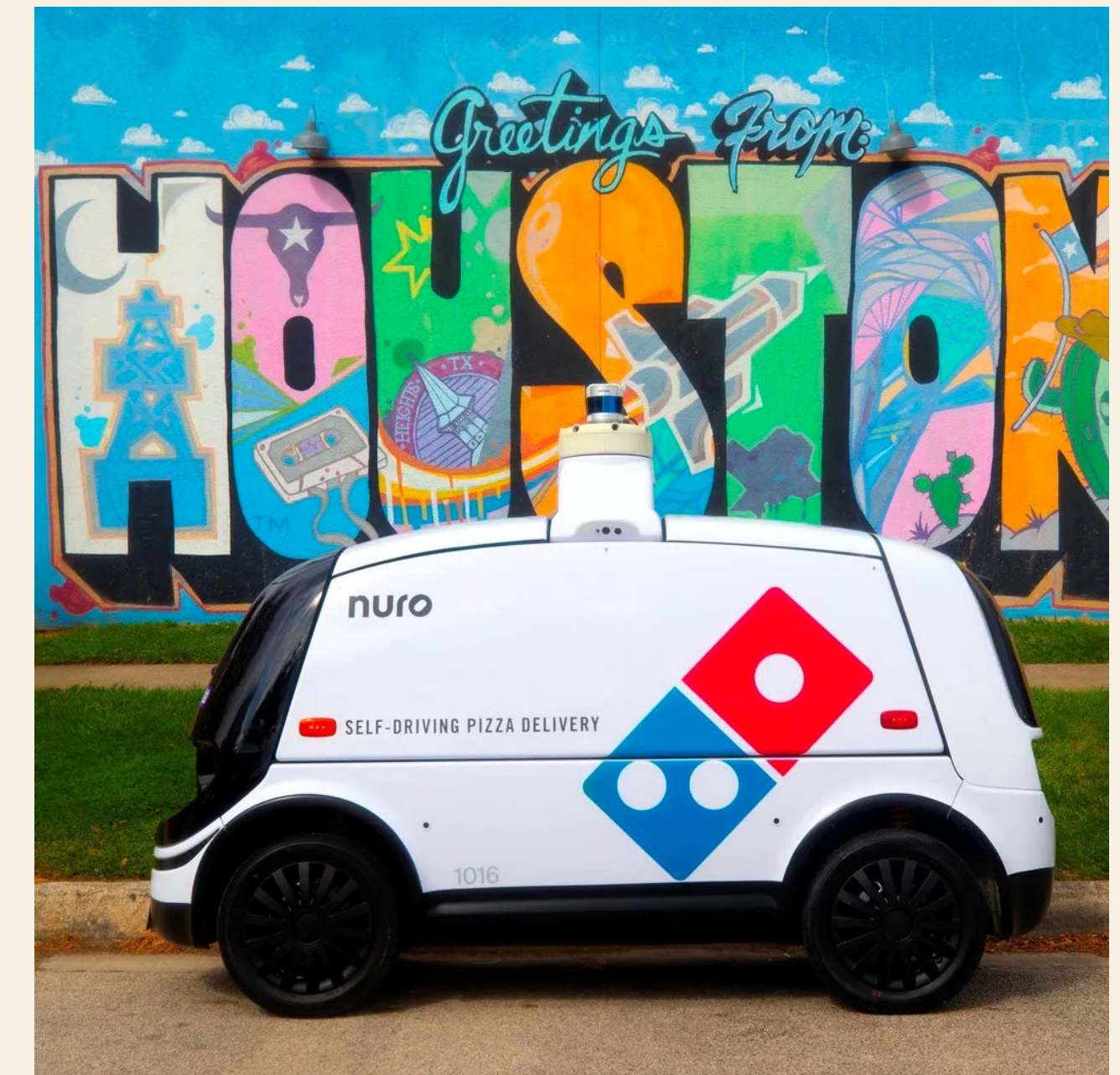
Drone delivery

Speed is top priority with the promise of drone delivery, which will never have to wait in traffic to get to its end consumer.



Robot assembly

From Sweetgreen's new Infinite Kitchen (Spyce) to Cafe X to Creator Burger, robot-led food assembly is coming to the forefront.



Self-driving delivery

Nuro launches driverless vehicles for delivering groceries, pizza and more, with an early pilot partner in Domino's pizza.

Gen Z is
redefining the
restaurant by
way of
redefining
the meal.

3



The past decades have witnessed tectonic shifts in American family life.

Mealtime — let alone family mealtime — is becoming a thing of the movies.

Meals are less and less sit-down affairs, and are increasingly multi-tasked with...

DRIVING

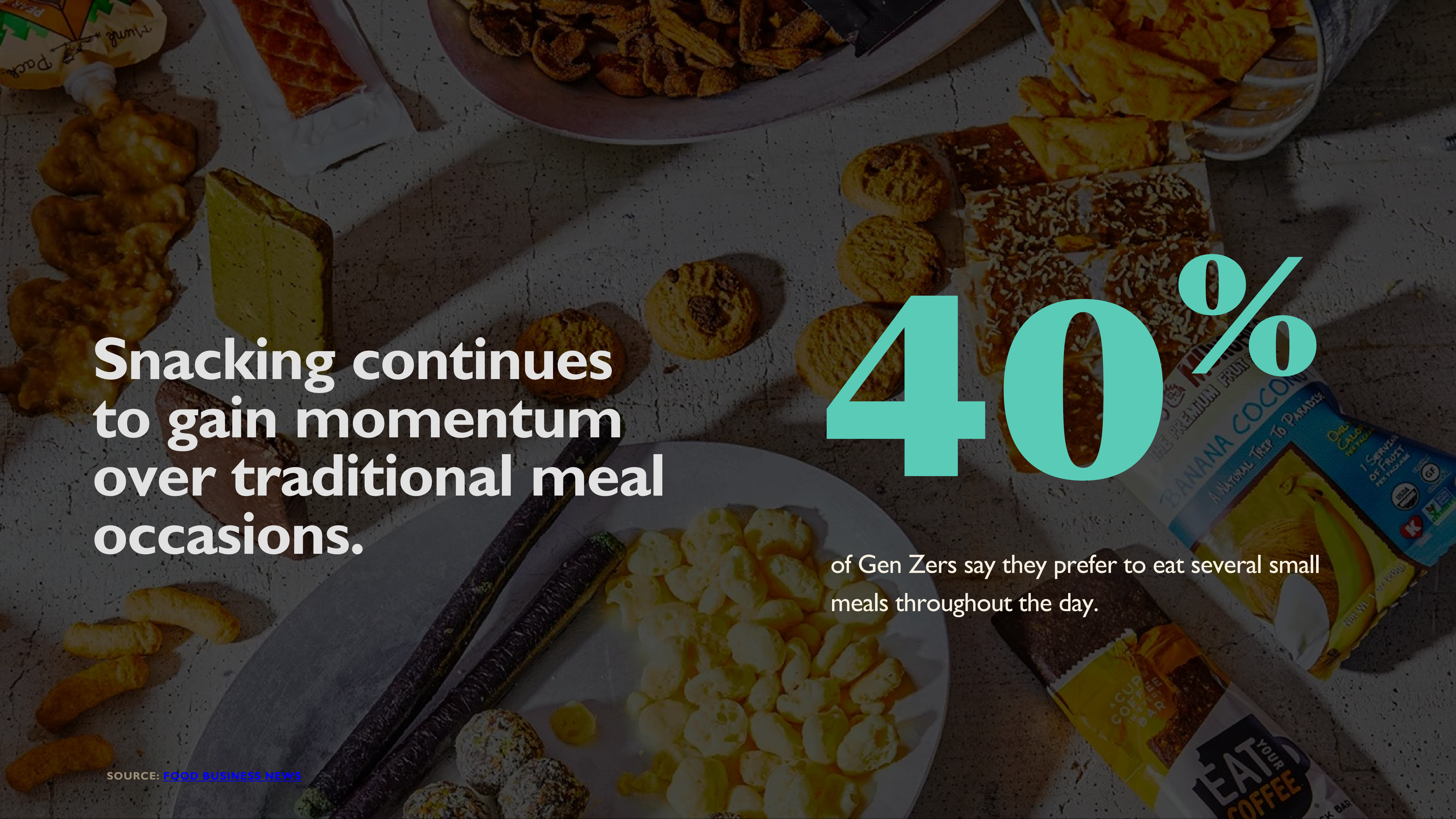
SOCIALIZING

GAMING

WORKING

ROAD TRIPPING

SHOPPING



Snacking continues to gain momentum over traditional meal occasions.

40%

of Gen Zers say they prefer to eat several small meals throughout the day.

This behavior isn't just functional — in fact, it's often driven by **emotional needs**.

86%

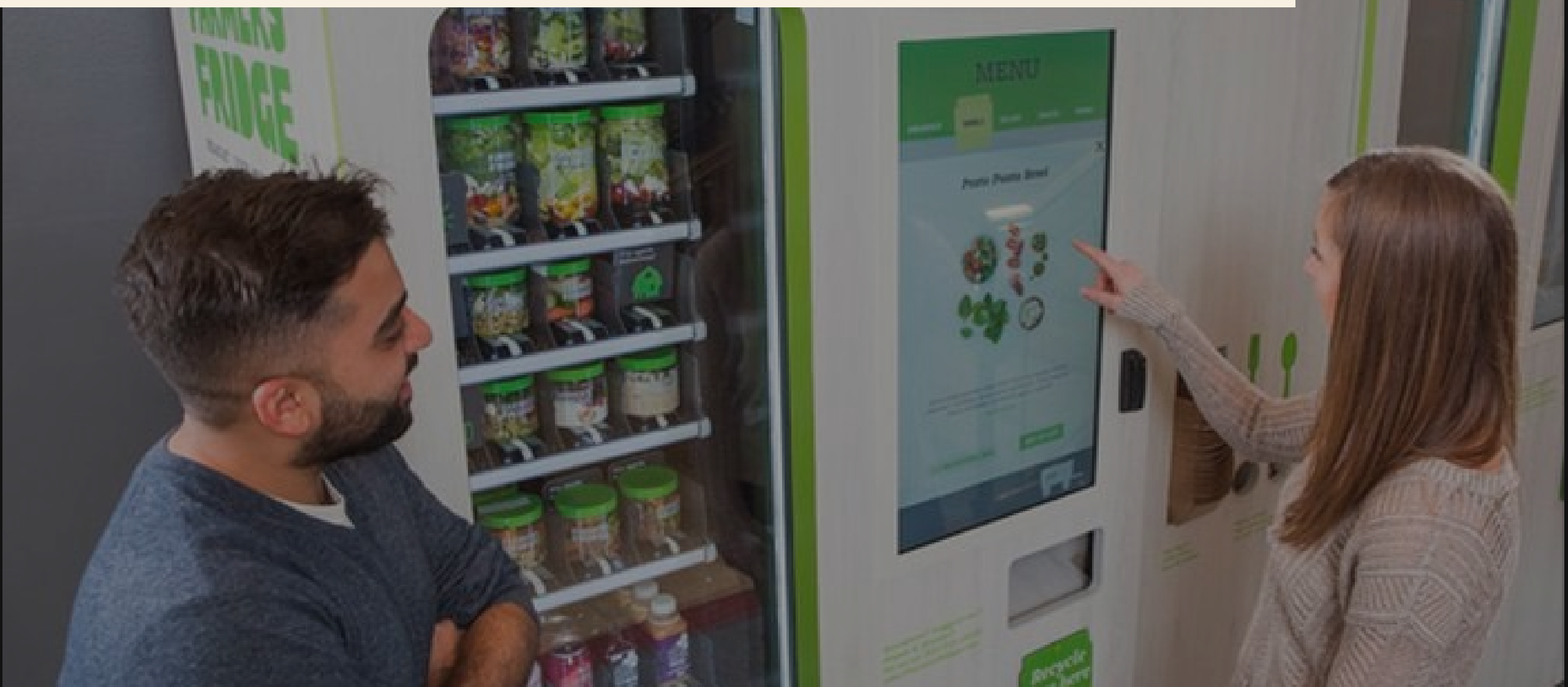
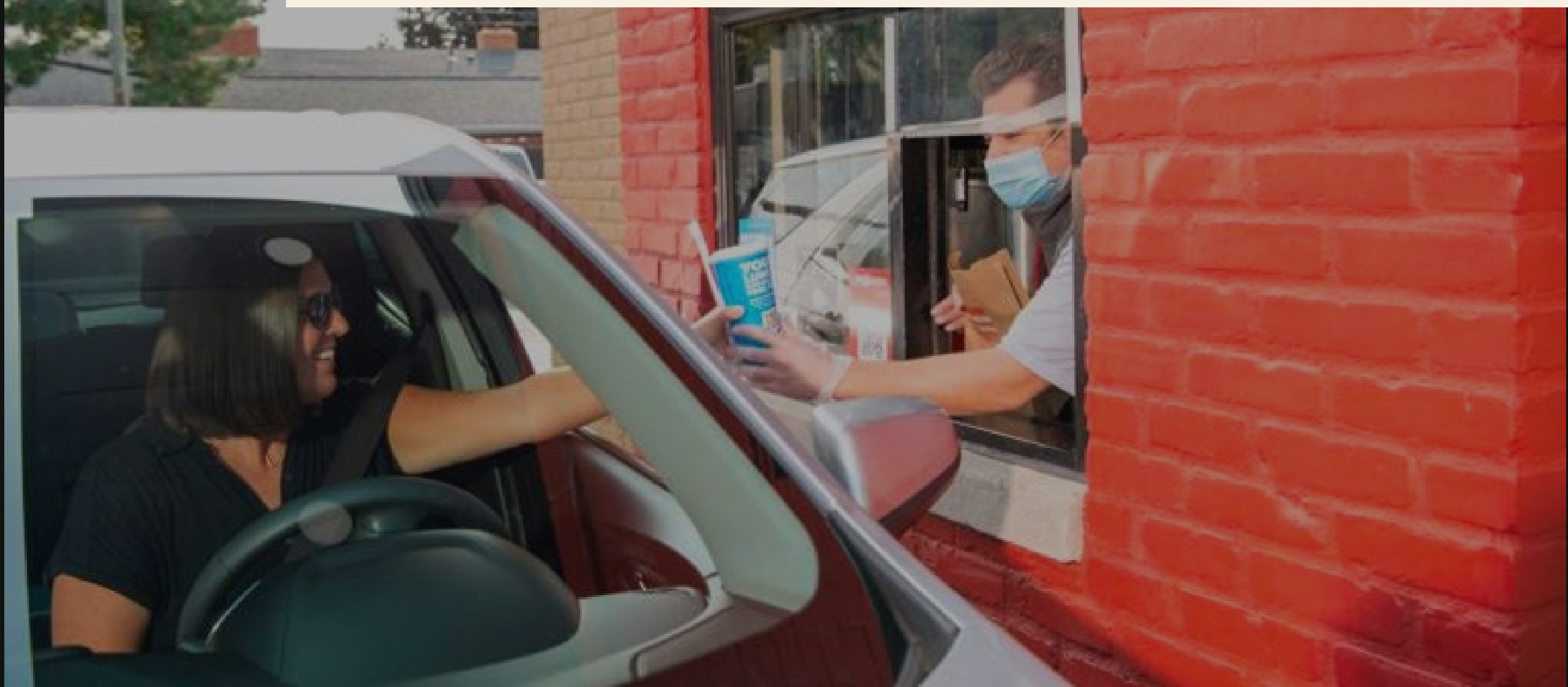
Of Gen Z consumers say they're likely to snack to relieve **anxiety**.

79%

Of Gen Z consumers say they're likely to snack to relieve **boredom**.



Leading to a broader definition of **where** a meal might come from.



Gas station food is no longer at the bottom of the barrel.

93%

Of Americans live within ten minutes of a C-store.

\$12.2b

Size of category in 2023, with hot snacks, chicken and pizza leading the way.

And drinking your “meal” is as acceptable as ever.

+18%

Stock jump on the New York Stock Exchange in July 2022

538

Locations in 2022, with a trajectory of more than 100 new US-based locations per year.

A group of four people (three women and one man) and a small dog are sitting on a white blanket on a grassy lawn in a park. They are engaged in conversation and holding drinks. The background shows tall trees and a clear sky. The text is overlaid on the center of the image.

Anything goes...
as long as **getting food**
doesn't get in the way of
living life.

So how do we
better capture
Gen Z's attention
and dollars?



**We start by
reimagining and
redefining our
business.**



The restaurant industry is splitting in two.



Experiential destination

FULL SERVICE

SIT DOWN & RELAX

MINIMAL TECH

HUMAN LABOR-DEPENDENT



Production facility

LIMITED SERVICE

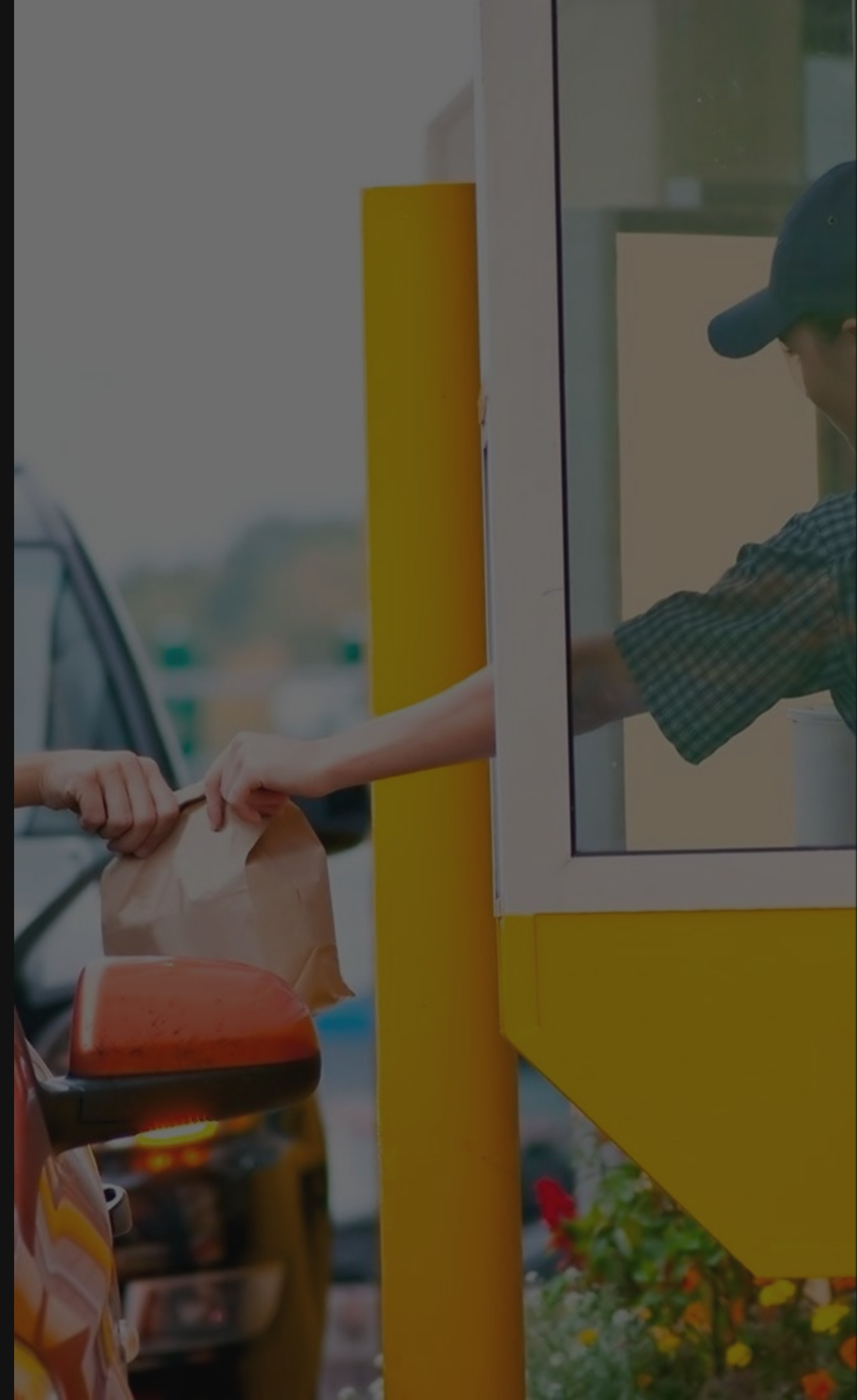
GRAB & GO


TECH-LED ENGAGEMENT

INCREASINGLY AUTOMATED



**The middle
is becoming
increasingly
tough to
succeed in.**



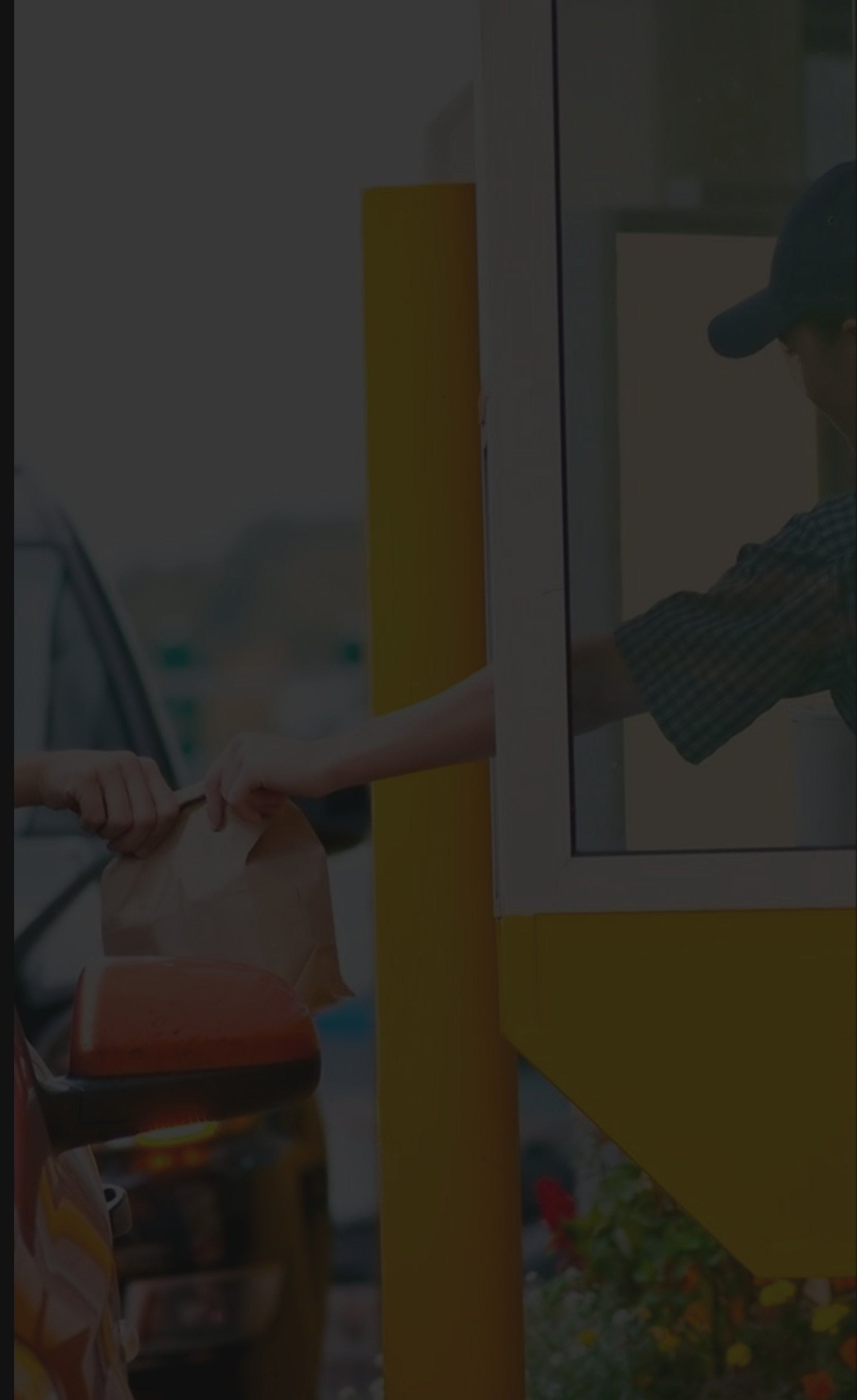


“Restaurant chains that are in the middle, including experience-focused fast-casual or lower-end casual dining, could struggle to keep pace with their cousins on either side of them. Their best bet is to pick one side or the other.”

- JONATHAN MAZE, RESTAURANT BUSINESS EDITOR-IN-CHIEF



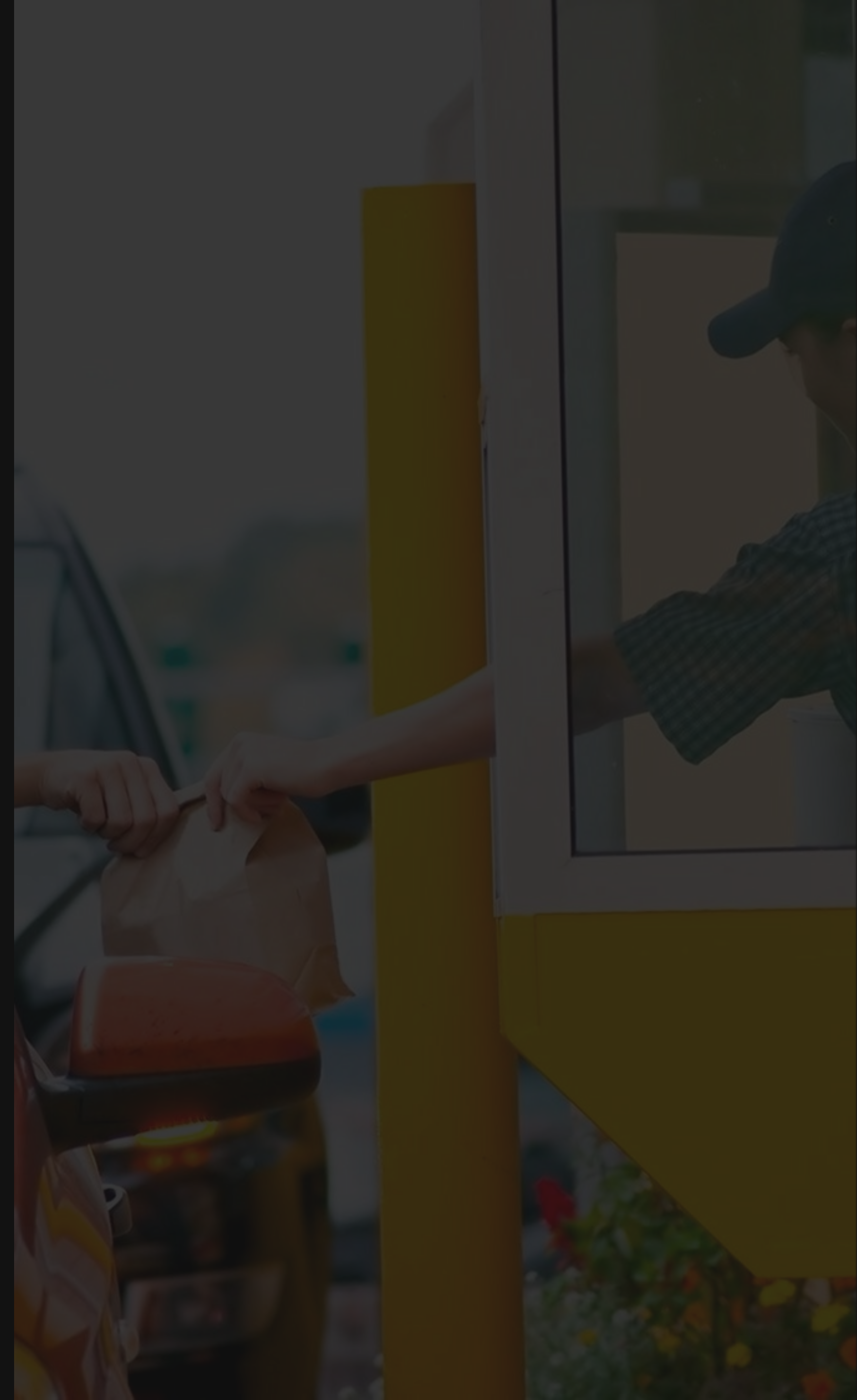
**If you
choose
door #1...**





If you
choose
door #1...

**invite us
back next
year.**



**If you
choose
door #2...**



... there are two major shifts to embrace.



Amazon-ification

Product-ization



Welcome to the
Amazon-ification
of the restaurant.

Same Day



Prime Now



Same Day

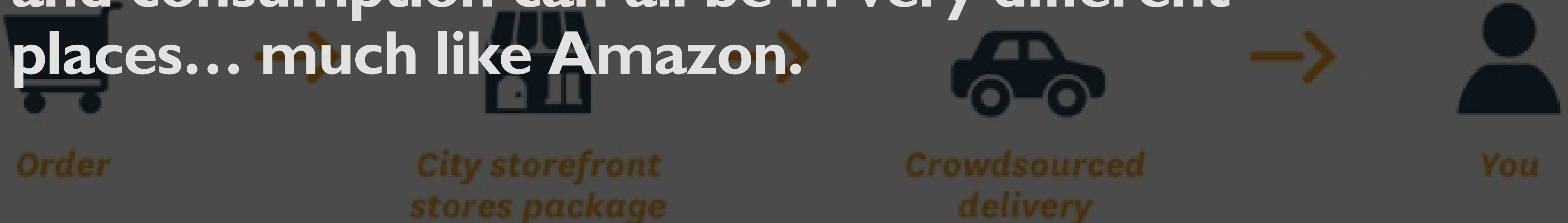
Gen Z doesn't necessarily see production and consumption next to each other.



They are used to, in every element of their life, a more complex chain.

Prime Now

Discovery, ordering, production, handoff, and consumption can all be in very different places... much like Amazon.



With **streamlined experiences** top of mind, Gen Z is the only generation to favor third-party delivery apps over direct ordering.

54%

Of consumers aged 18-34 are monthly active users of the big Four 3rd Party Services.

SOURCE: [THE STREET](#)

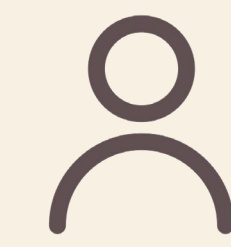
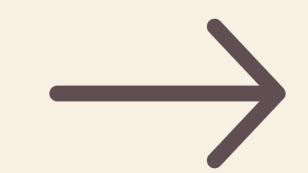
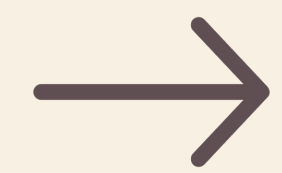
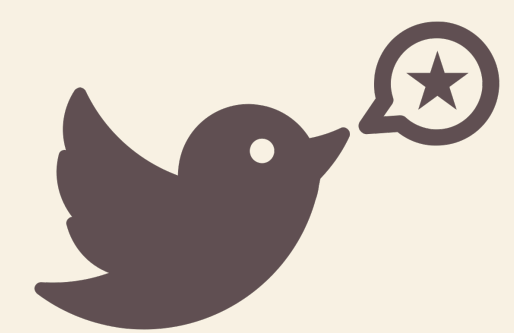
SOURCE: [RESTAURANT BUSINESS](#)



**sweetgreen famously declared
themselves a tech company, not
just a restaurant brand.**

But we disagree.

Your restaurant is a logistics company.



DISCOVERY

ORDERING

PRODUCTION

TRANSPORT

CONSUMPTION

GOOGLE
SOCIAL MEDIA
YELP
3PD

NATIVE APP
3PD
KIOSK

DINE-IN RESTAURANT
GHOST KITCHEN
COMMISSARY FACILITY

3PD
PROPRIETARY

ON-PREMISE
IN THE CAR
AT HOME
ON THE STREET
ANYWHERE!

What does that mean for you?

That we should think of our businesses less like brick&mortar spaces and more like distributed supply chains — and design the guest experience in each of those links individually.

Pick Up
Here!

A woman with voluminous curly hair is standing on a rooftop at dusk. She is wearing a dark, long-sleeved top with a small white logo and a vibrant green, pleated skirt. The background features a large, glowing neon sign with a stylized logo, and the city lights are visible in the distance under a twilight sky.

Welcome to the
Product-ization
of the restaurant.

A collection of TikTok Kitchen food items. In the background, a large box features the 'TikTok kitchen' logo. In the foreground, there is a burger with cheese and sauce, a cup of red smoothie with raspberries and blackberries, a box of fries, a small container of dipping sauce, and several individual fries. The TikTok logo is visible on the box and the burger.

TikTok
kitchen

For better or worse, **Gen Z experience your food more like a consumer product than a menu.**

Products have stand-alone star power.

Products have celebrity endorsements.

Products have strategic **UX & UI.**

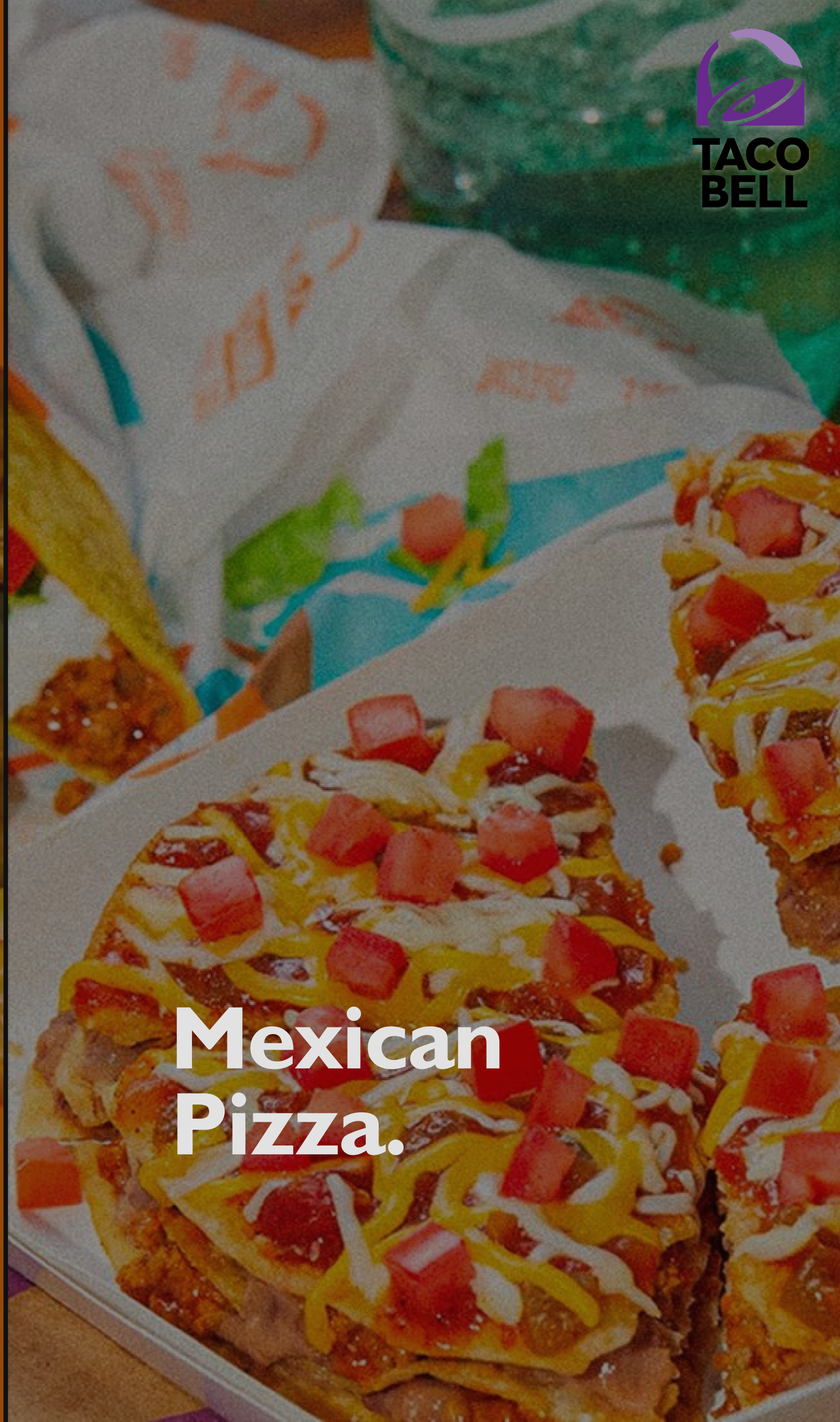
POPEYES

THE Chicken Sandwich.



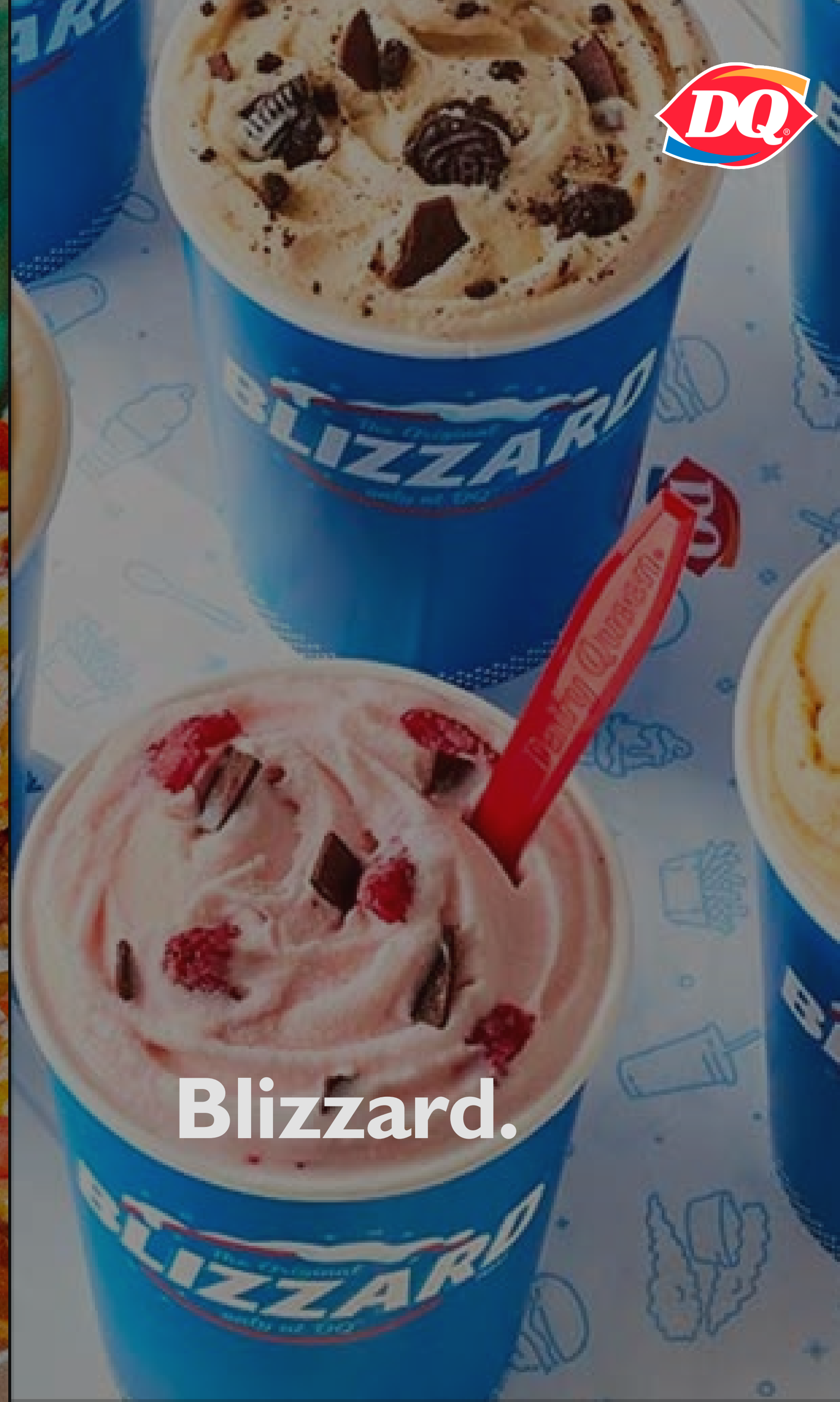
TACO BELL

Mexican Pizza.



DQ

Blizzard.





**Nobody talks about
“breakfast at Dunkin’”**

**They talk about
“The Charli at Dunkin’”**



**And it's more than talk.
It's emulation and reinvention.**

A collage of various food and drink items. On the left, a martini glass with a pink liquid and a strawberry garnish. In the center, a pizza with toppings and a side of fries. Below the pizza, a sandwich with meat and cheese. On the right, a Starbucks coffee cup with whipped cream and a green straw. The background is dark, making the items stand out.

What does that mean for you?

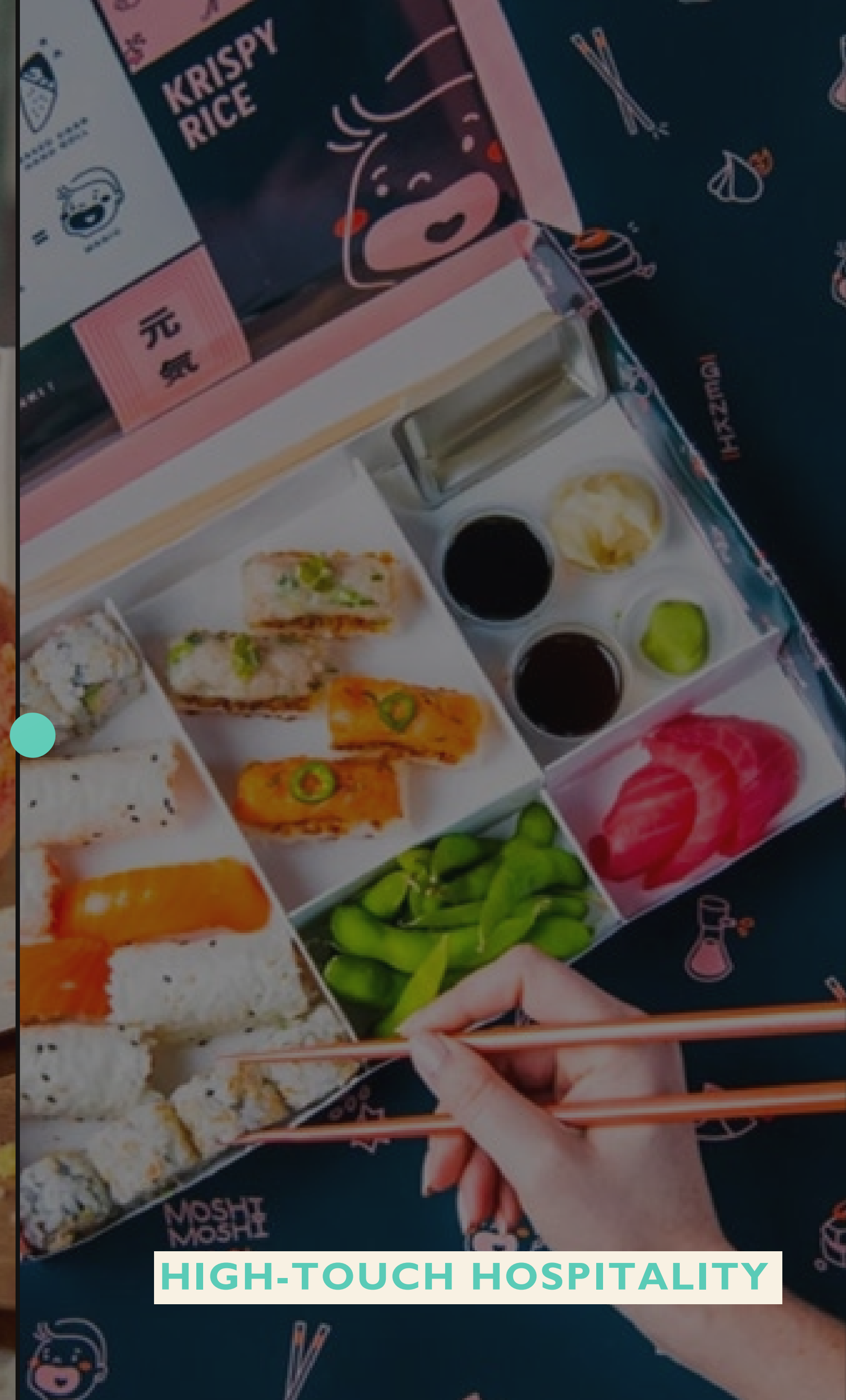
Look to individual products (like a steady pipeline of killer LTOs) as your calling card. Experiential elements or overall variety is quickly being de-prioritized in favor of **single items that stand out.**



OMNI-CHANNEL SCALING



PRODUCT EXPERIMENTATION



HIGH-TOUCH HOSPITALITY

These shifts present exciting new opportunities.



But they also present new
challenges.

QUALITY CONTROL



COMPANY CULTURE



CULINARY POV

And, new

Solutions.

—
**Switch up
your arm
candy.**

1

A close-up photograph of two hands holding large, clear plastic cups of Tiger Sugar boba. The cups are filled with a light-colored beverage and dark boba pearls. The Tiger Sugar logo, featuring a tiger head and the text 'BRAVE AS A TIGER' and 'TIGER SUGAR', is visible on both cups. The background is blurred, showing other people in a crowd.

Food is the new **must-have accessory, ushering in a new type of conspicuous consumption.**



Gen Z doesn't buy f&b just to consume it — they want to **wear & share** it.

More and more, Gen Z is considering their food product choices as an extension of themselves. Accessorizing with food is what sets this generation apart from consumers — the photo of the product in hand is as important as the flavor.



But attention spans are short.

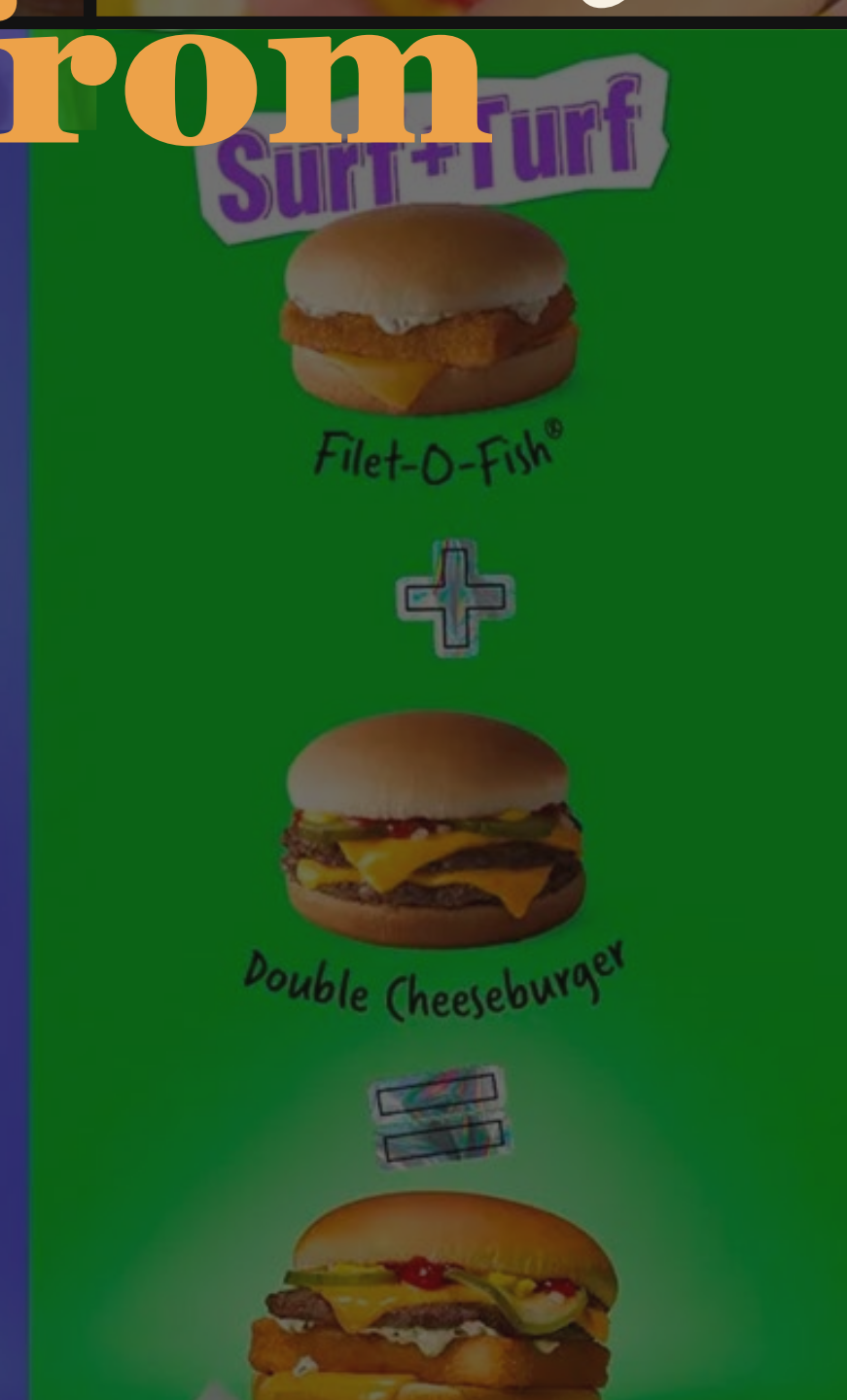
A woman with long, wavy hair, wearing a bright yellow, ruffled, long-sleeved dress, stands in a stadium-like setting. She is holding a baseball bat across her chest. The background is a blurred stadium with blue seating and a large screen. The overall image has a dark, semi-transparent overlay.

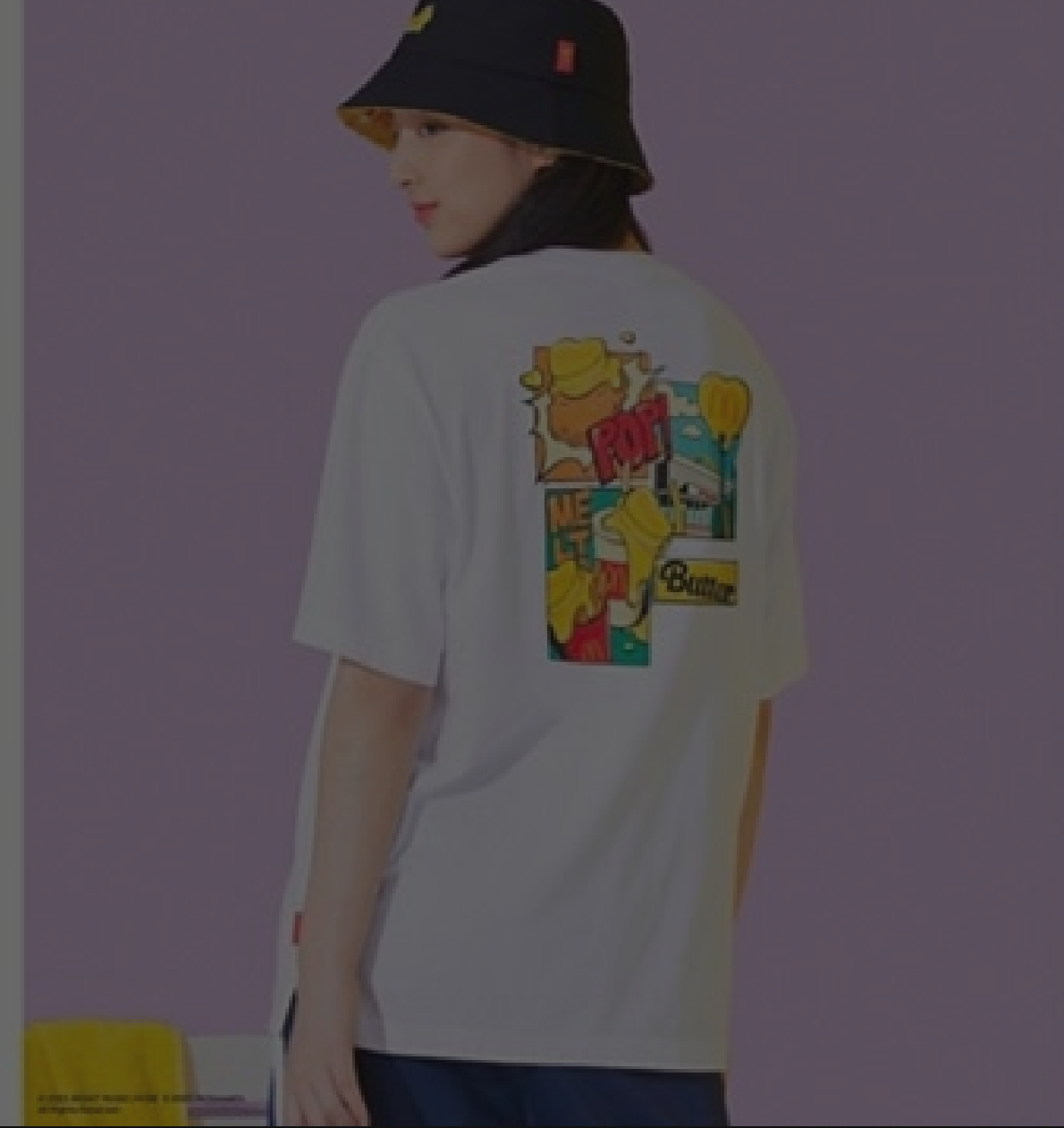
Taking inspiration from music and fashion, “drop culture,” LTOS are being reinvented.

“Drop marketing is characterized by a **limited release of a product**, with little or no warning, building anticipation and desire around both the products and the brand.”



Productizing your restaurant comes in many shapes and sizes, **from menu items...**





To merch...





Sweetgreen x HAY



Milk Bar x Taco Bell



Souvla x Square Pie Guys

ORDER

To novelty in the ordering experience...

stir-fry

hg

salads

SPICY GARLIC 110 calories
Toasty made egg white noodles, roasted chicken, bell peppers, broccoli, red onions, pineapples

SOUS CHERRY BING 140 calories
Toasty made egg white noodles, roast pork, bell peppers, green beans, red onions, hot sauce

SESAME GARLIC 140 calories
Toasty made white wheat noodles, Creamy sauce, bell, mushrooms, shrimp, scallions, sesame seeds

SWEET SOY FIVE SPICE 140 calories
Sweet soy, Fuji apples, spiral frozen green beans, red onions, sesame seeds

RED COCONUT CURRY (V) 140 calories
Red noodles, organic roasted spring tofu, pineapples, jalapeños, bean sprouts, scallions, cilantro

MAINE LOBSTER 210 calories Regional (Boston only)
Toasty made egg white noodles, Maine lobster, lobster tails, french fries, bell peppers, red onions, green onions, hot sauce

CREATE YOUR OWN STIR-FRY
HERBED FOCACCIA BREAD by Trishia Owen (V) 140 calories

all of our sauces + dressings are made in-house daily, no freezers, ever. allergies? diets? just ask!
*Before using your info, please inform your server if a person in your party has a food allergy

WALNUT ST. NOODLE SALAD 140 calories
Apple, lemon dressing, Toasty made, white wheat noodles, organic, organic mushrooms, red bell pepper, roasted carrots, pineapples

WHITE BEAN TUNA (GF) 120 calories
Red wine dijon vinaigrette, romaine, organic, organic, tuna, hard boiled egg, feta, olive, grape tomatoes, pickled onions, red onions

VEGAN KALE (V) 140 calories
Mustard fig vinaigrette, green soy organic, roasted spring tofu, apples, carrots, roasted beets, red onions, mushrooms

COBB (GF) 120 calories
White balsamic vinaigrette, chopped romaine, roasted chicken, hard boiled egg, organic, grape tomatoes, mushrooms, blue cheese

MAKE IT GRAIN 110 calories
Orange, shrimp, organic, wheat berries, red quinoa, organic, organic, grape, roasted carrots, feta, roasted almonds

VERANO (GF) SEASONAL 140 calories
Dressing, lime dressing, chopped romaine, blue cheese, grape tomatoes, roasted corn, red onions, cilantro, avocado

CREATE YOUR OWN SALAD



And the delivery and “unboxing experience.”



—
**Get a face for
your food.**

2

A collage of three images. On the left, a woman with blonde hair, wearing a white apron over a pink patterned top, is focused on preparing a dish on a cutting board. In the center, a man with dark hair and a beard, wearing a dark blue shirt, looks thoughtfully at the camera while holding a large chef's knife. On the right, a man with short dark hair and a goatee, wearing a dark t-shirt, sits at a table with several plates of food, looking directly at the camera with his hands clasped. The background of the right image shows a restaurant setting with warm lighting and other diners.

Of course, the face of the chef can bring a lot of cache to a brand.

But what about brands without a marketable chef to promote?

Faces are the new logos— and a new era of spokespeople is here.

While mascots feel like a thing of the past, aligning your brand with celebrities of all backgrounds is back in full swing. Most major QSR companies have leveraged at least one celebrity partnership in recent years — from musicians, to athletes, to influencers.

67%

Of Gen Z luxury purchases are the result of a collaboration with a celebrity or other brand.

SOURCE: [BCG](#)



Charli D'Amelio.
DUNKIN'



Megan Thee Stallion.
POPEYES



Justin Bieber.
TIM HORTONS



Elton John & Lil Nas X.
UBEREATS



Taylor Swift.
STARBUCKS



Lil Nas X.
TACO BELL



Travis Scott.
MCDONALDS



Sawyer Fredericks.
MCDONALDS



Lil Nas X.
MCDONALDS



Ariana Grande.
MCDONALDS



Ed Sheeran.
MCDONALDS



Shawn Mendes.
CHIPOTLE

Celebrity partnerships are back in a big way for restaurant brands.



Nelly.
BURGER KING



Twitch stars.
WENDYS



Naomi Osaka
SWEETGREEN



Drag Race Stars.
CHIPOTLE



LILHUDDY.
BURGER KING



Anitta.
BURGER KING

With deeper cuts leading to deeper loyalty.



Wendy's targets gamers

Leveraging a huge niche community, Wendy's dual partnership with Twitch stars and Uber Eats was a huge success.

McDonald's Warns Employees That Travis Scott Fans May Order By Blasting "Sicko Mode"



McDonalds goes viral

Organic viral trends spun out of McDonald's partnership with superstar Travis Scott.



Taco Bell tugs heartstrings

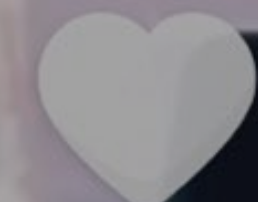
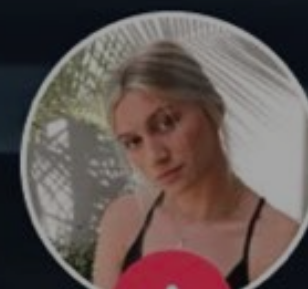
Taco Bell and Lil Nas X's relationship began back when he was an employee of the franchise.

Yes, chef?

Now, anyone can be the face of the food — from a celebrity endorser to the user themselves.



2 pumps vanilla
2 pumps mocha
toasted white mocha
sauce
chocolate powder
dark chocolate curls on
top



693.4K



3615



12.4K

@annaxsitar ✓

this ones for my hot chocolate hotties ✨ 9/10

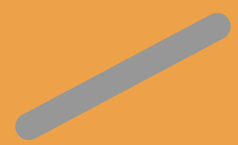
#annaxstarbies @starbucks

**Brand sponsors
are good.
Product sponsors
are better.**

“We took an existing product, renamed it after her and positioned it to appeal to a younger consumer.”

- Scott Murphy, president of Dunkin





**Be a
customization
accomplice.**

3

Being a customization accomplice sparks deep brand engagement.

If your guest is customizing, whether it's through functionality on your native app or through a TikTok hack they've seen, it means they are leaning in and engaging with the brand.



1.6m followers
on TikTok



10.3m followers
on TikTok

TIKTOK FOR YOU

Item: 1 of 1
Items in order: 1

* Edward *

Vt Crml Crnch Frap

5 Banana

Ex Caramel Drizzle

Extra Whip

Extra Ice

Ex Cinn Dol Top

7 pumps Add Dk Crml Sauce

Ex Caramel Crunch

1 pump Honey Blend

Ex Sltd Bm Btr

5 pumps Frap Rst Cof

7 Add Frapp Chips

Heavy Cream

Double Blended

01-May-2021 6:45:10 PM
Store 6961 Mobile

> MOBILE <

The era of the app-uccino is already upon us.

The 'app-uccino' is an infamous Starbucks app order, which garnered massive attention across the industry for its next-level hyper-customization.

With over 13 ingredient customizations, this drink epitomizes a significant shift in consumer behavior when it goes online — the reckless, endless potential for customization.

MENU HACKS

ORDER BY NAME AND BUILD BY HAND



Bring on the hacker spirit, but keep it low stakes.

Take a page from TikTokers and remix what's already in your inventory. Finding the perfect intersection of consumer desires, on-trend items and operational feasibility is the trick.

Order It by Name
Order the menu hack you want from McDonald's, like the app exclusive, Surf + Turf.

McDonald's Will Get You These
McDonald's will have everything you need to make the menu hack in the bag. In this case, the Filet-o-Fish® and Double Cheeseburger.

So You Can Build This
Get hands on and put the Surf + Turf together. Take pictures or it didn't happen, so remember to share your menu hacks with #McDonaldsHacks.



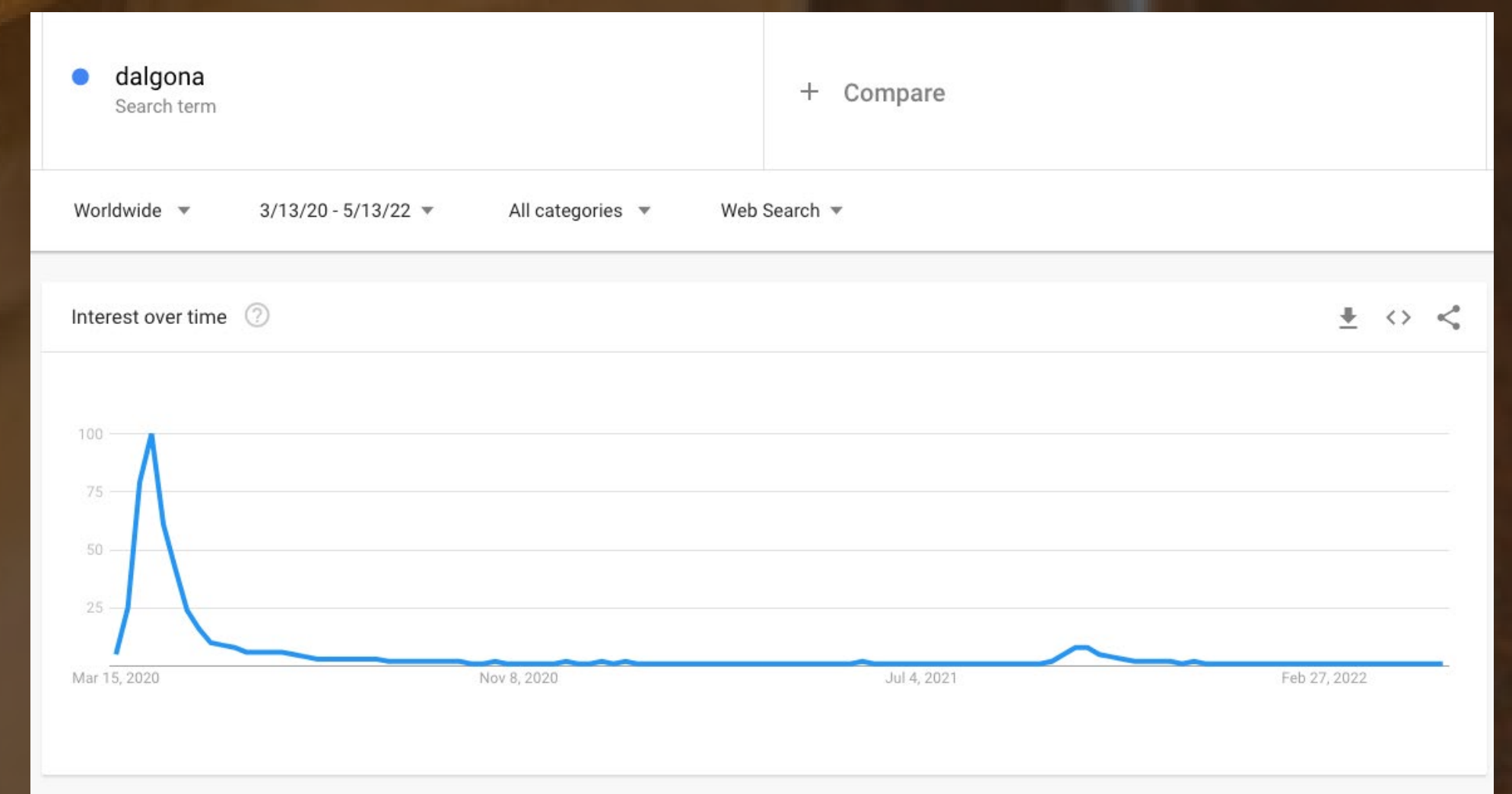
Served only during breakfast hours

only on the App

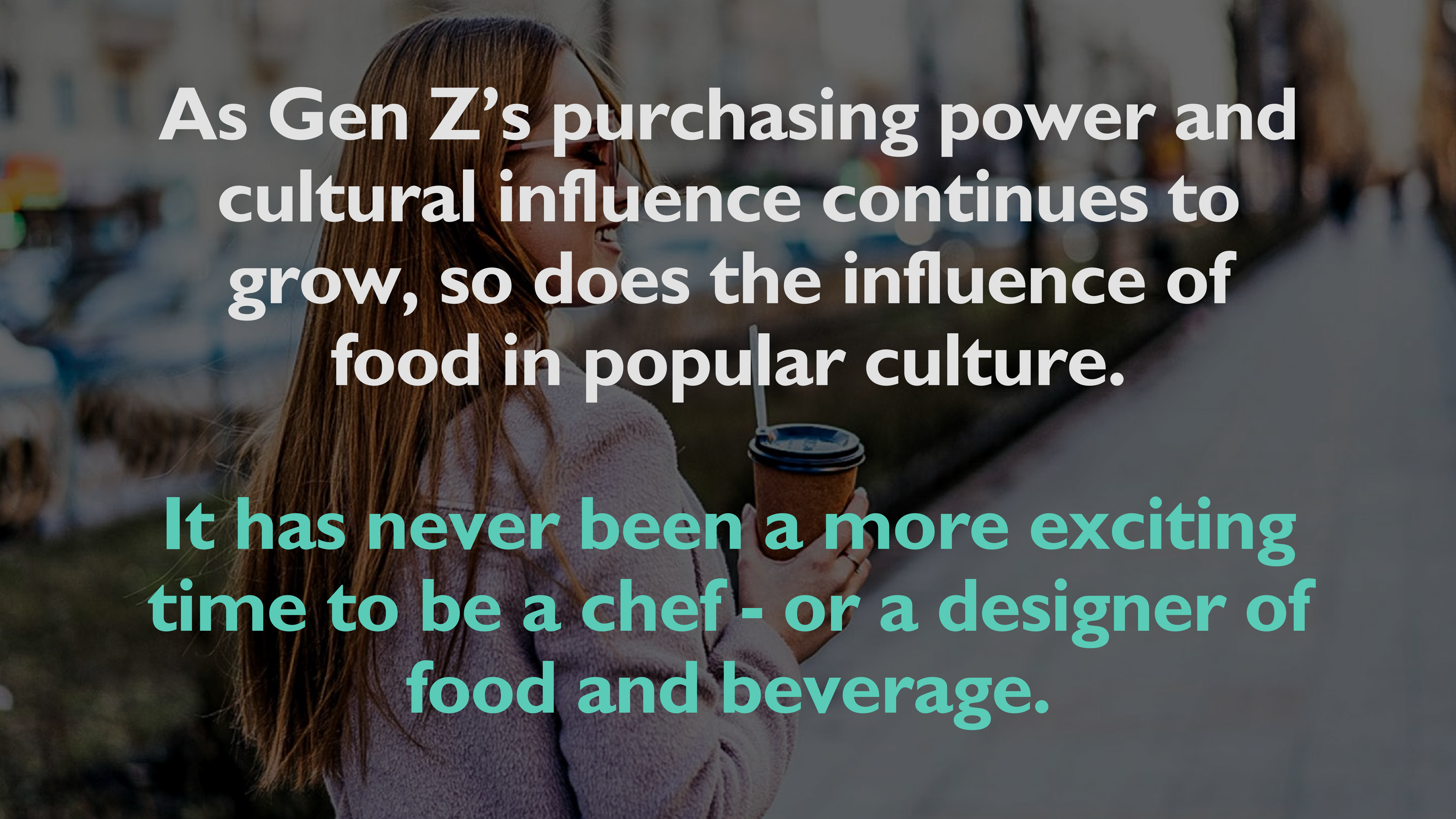
Served with a hot & spicy McChicken® sandwich at select restaurants.

It's fun to opt in... it's fine to opt out.

Viral food trends and TikTok-led hacks come and go quickly by nature. Keep it low stakes and only opt in if you can be nimble. Putting Dalgona permanently on your menu is a surefire way to appear out of touch... but interpreting the trend (e.g. foams and textures in drinks, not just “dalgona”) is paramount.



DALGONA GOOGLE SEARCHES PEAK MARCH 2020

A young woman with long brown hair, wearing glasses and a light-colored sweater, is holding a coffee cup. She is smiling and looking to the right. The background is a blurred crowd of people, suggesting a busy public space like a market or festival.

As Gen Z's purchasing power and cultural influence continues to grow, so does the influence of food in popular culture.

It has never been a more exciting time to be a chef - or a designer of food and beverage.

Let's chat.

www.theculinaryedge.com