

**Baby Boomers  
Menu changes  
for healthy eating**

**Blount Culinary Summit  
July 23, 2015**

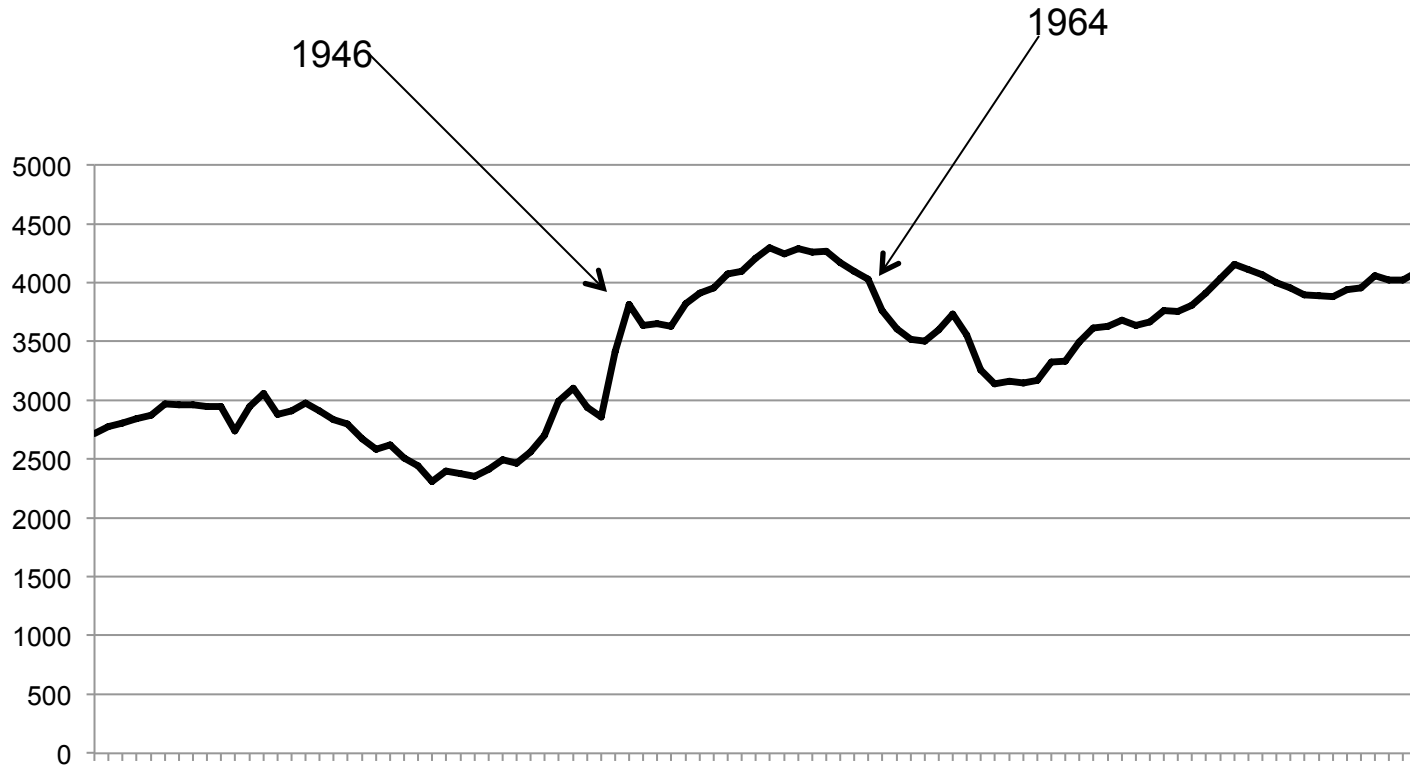
Who are Baby  
Boomers?

NATION'S  
*Restaurant News*



# NATION'S *Restaurant News*

Total births in U.S 1909-2003 (x000)



Sourcd: CDC

## Baby Boomers

- Born 1946-1965 (more or less)  
(age 50-69)
- around 76 million people
- last three presidents
- Parents of Millennials

## Baby Boomers

- fought in Vietnam
- protested against Vietnam
- Hippies → Yuppies
- Civil rights
- Women's liberation
- Sexual revolution
- AIDS

## Baby Boomers are doing more

- Visiting less expensive restaurants
- Eating lower-fat foods
- Eating heart-healthy food
- looking for deals
- Eating balanced meals
- Dining in at LSR restaurants, especially at breakfast

Source: NPD



## Baby Boomers are doing less

- Eating desserts/sweets
- Eating indulgent foods
- Ordering appetizers
- Drinking beverage alcohol
- Eating less food overall

Source: NPD



## Consumer dining occasions

- 1) Quick fuel
- 2) Indulgence
- 3) Nourishment

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## Satisfying Hunger: the quick and easy meal

### Location

- Why Starbucks builds restaurants across the street from each other

### Speed

- Why apples are pre-sliced.

### Price

- Always a factor.

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## Indulgence: Time to splurge

Caloric indulgence

- Many chains' regular menus

Financial indulgence

- Polished casual

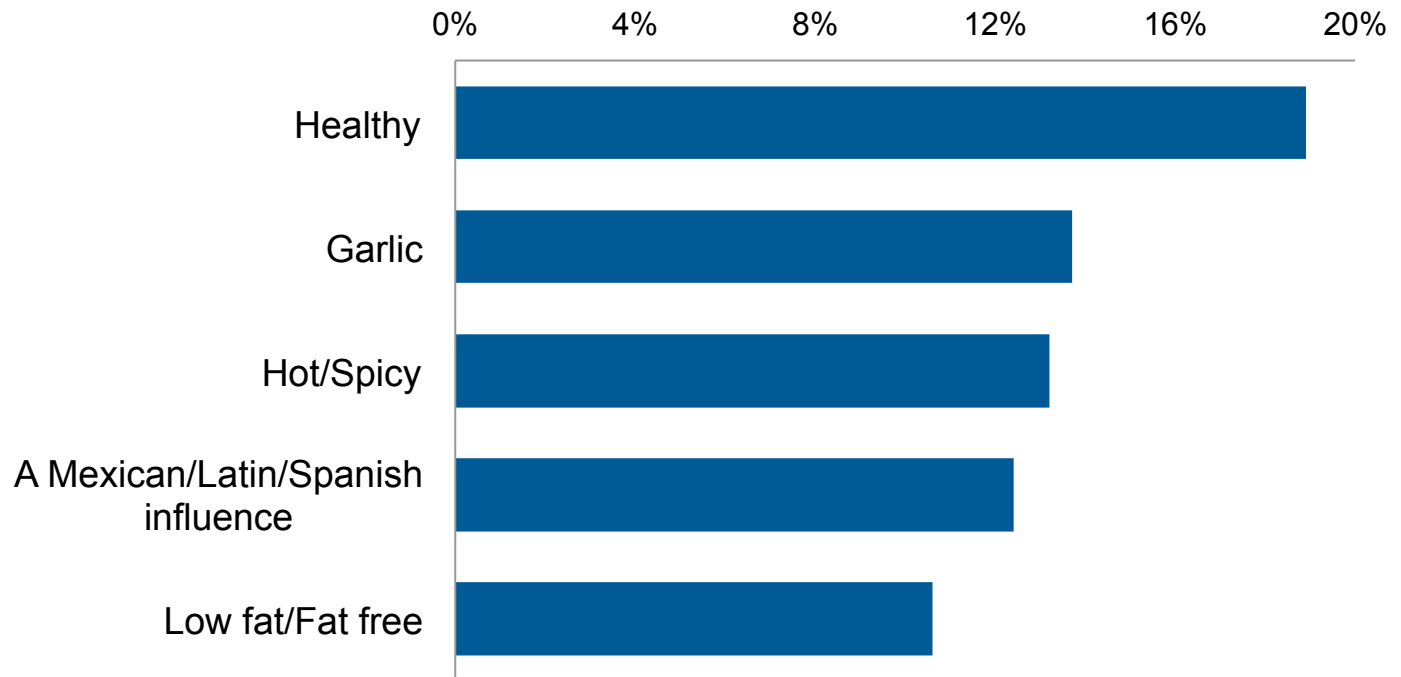
Time indulgence

- Fine dining visits rising for past four years

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## Nourishment: The everyday meal

Q: Which flavors or characteristics would you like to see offered more often in restaurant meals?



Source: NPD

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## Evolution of health perceptions in the United States

1985-1995: Avoiding things that are bad for me —  
concerns over fat, cholesterol, sodium and sugar peak.  
Mid 1990s: trans fats com under scrutiny.

2000: Adding things that are good for me —  
whole grains, fiber, antioxidants, omega-3s

2010: Eating food as it was meant to be —  
clean labels: concerns grow about preservatives, additives and GMOs

# NATION'S Restaurant News

## Panera campaign emphasizes commitment to food quality

Lisa Jennings

Jun 16, 2015



EMAIL



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Operator urges consumers to demand menu transparency

### What is in this article?:

Panera campaign emphasizes commitment to food quality

[Impact on pricing](#)

**Panera** Bread Co. debuted Tuesday a new national advertising campaign to highlight the operator's ongoing commitment to natural ingredients and "food as it should be."



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## **Subway**



Subway's new roast beef has added garlic and pepper and no longer has artificial coloring, price varies based on application and location.



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## McDonald's



**McDonald's  
Item: Artisan  
Grilled Chicken:**  
replacing the  
current grilled  
chicken in all  
items, seasoned  
with parsley, salt,  
onion powder and  
other spices, and  
**is free of sodium  
phosphates.**

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## **Ted's Montana Grill**



**Gluten free bun:**  
Made by Pure  
Knead bakery in  
Decatur, Ga.,  
available with any  
hamburger for a  
\$1 surcharge at all  
Atlanta locations

# NATION'S *Restaurant News*



## Nourishment: The everyday meal

- Whole grains
- Superfoods
- Smaller portions
- Protein

# NATION'S *Restaurant News*



Nourishment:  
The everyday meal

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## **BJ's Restaurants**



### **Roasted Salmon Quinoa Bowl:**

roasted Atlantic salmon with sautéed red onions, mushrooms, asparagus and roasted red bell peppers served over quinoa and drizzled with soy ginger sauce.

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## **Sweetgreen**



## **Mexican corn elote bowl**

organic quinoa & farro, organic arugula, roasted corn and peppers, purslane, goat cheese, spicy sunflower seeds, cilantro, tomatoes, cabbage and lime cilantro jalapeño vinaigrette

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## Applebee's



**Pepper-Crusted Sirloin & Whole Grains:** Pepper-crusted steak, whole grains, sautéed spinach, roasted grape tomatoes, portobello mushrooms and light broth



# NATION'S *Restaurant News*

## First Watch



**Quinoa Power Bowl:**  
quinoa, roasted zucchini, dried cherries, chicken breast and herbed goat cheese

# NATION'S *Restaurant News*



## Nourishment: The everyday meal

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- **Superfoods**
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# NATION'S *Restaurant News*

## Newk's Eatery



**Red Quinoa and Kale Salad:** julienne kale, red quinoa, dried cranberries, edamame and pecans with apricot  
**Red, White and Blueberry Salad:** spinach topped with grilled chicken, strawberries, blueberries, watermelon, pecans and feta in fat-free raspberry vinaigrette,



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## **Freshii**



## **Market Salad**

Quinoa, avocado, beet slaw, shredded apple, shredded carrot and cranberries on field greens and spinach with honey Dijon dressing, price varies by location

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## **Freshii**



### **Freshii switches to house-made dressings**

“Since many bottled dressings are high in trans fats, sodium, sugar and artificial flavors, Freshii opted to prepare salad dressings in-house to control the ingredient list and avoid harmful additives and preservatives that are often found in bottled mixtures.”

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## **Panera Bread**



**Power Almond  
Quinoa Oatmeal:**  
organic steel cut  
oats, organic quinoa,  
sliced toasted  
almonds, ground  
cinnamon and honey



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## **Jamba Juice**



**Amazing Green smoothie:** kale, lemon, peach juice, peaches, bananas and pumpkin seeds



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**Denny's**

**Cali Avocado Skillet:** seasoned red-skinned potatoes, steamed squash, shredded Cheddar topped with scrambled egg whites, pico de gallo and avocado



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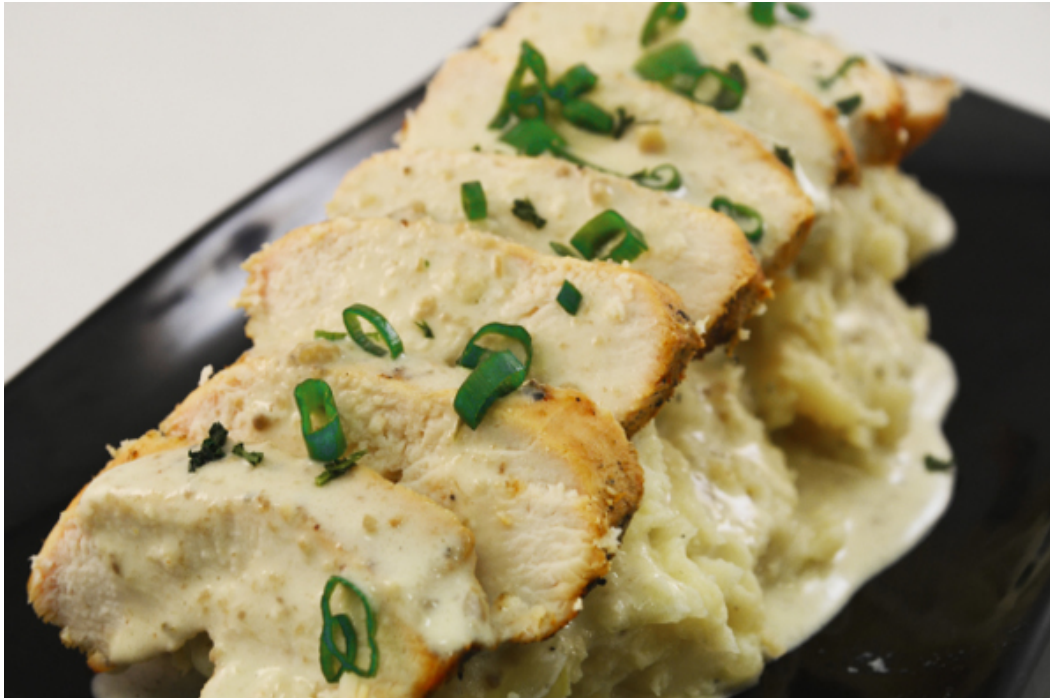


## Nourishment: The everyday meal

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- Protein

# NATION'S *Restaurant News*

## **Fresh to Order**



## **Coconut Curry Chicken small plate:**

grilled chicken with  
coconut curry sauce  
and side of wheat  
berry rice made with  
long and short grains

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## **Sonic Drive-In**



## **Lil' Doggies:**

miniature hot dogs available with choice of chili and cheese, ketchup and mustard or chili, spicy cheese sauce and jalapeños,



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## Starbucks



**Mini Frappuccino:**  
a 10-ounce puréed  
beverage made with  
choice of coffee,  
syrops and ice,  
topped with whipped  
cream

# NATION'S *Restaurant News*



## Nourishment: The everyday meal

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# NATION'S *Restaurant News*

## First Watch



## Steak & Eggs

### Florentine:

seared flat iron  
steak and  
scrambled eggs  
with spinach,  
roasted tomatoes  
and onions,  
Parmesan and  
herbs, served with  
toasted ciabatta,  
price varies by  
location



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## Texas Land & Cattle



**Pecos Pecan Trout:**  
pecan and panko  
crusted trout with  
brandy cream sauce  
on a bed of spinach

== ★ FEATURING ★ ==  
**PECOS PECAN TROUT**

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## **Sizzler**



**All American  
Summer Grill:**  
Santa Maria-style  
sliced tri-tip beef  
served with herb  
butter, roasted red  
potatoes, grilled  
zucchini and grilled  
corn

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## **Cotton Patch Cafe**



**Tilapia Fresca:**  
blackened tilapia  
fillet topped with  
avocado and pico de  
gallo served on  
seasoned rice:



The logo for Nation's Restaurant News is displayed on a blue rectangular background. The word "NATION'S" is written in a small, white, sans-serif font at the top. Below it, the words "Restaurant News" are written in a large, white, cursive script font with a thin black outline. A registered trademark symbol (®) is located at the end of the word "News".

# NATION'S Restaurant News®

Thank You

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