

**FOODSERVICE TENDENCIES IN 2015 AND 2016 AND THE
IMPACT OF LIFESTYLE AND SOCIAL MEDIA**

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- Spine -

RESUMO

A indústria da alimentação é uma que está em constante alteração e que influencia a vida de milhões de pessoas por todo o mundo. Os produtos e serviços prestados por este comércio estão em constante adaptação com variáveis de influências, que permanecem em crescimento. Adicionalmente, vivemos agora num mundo em que são os consumidores quem criam as tendências e estes são incrivelmente vocais, relativamente ao que querem e ao que não querem.

As alterações que a população está a sofrer no seu estilo de vida são numerosas. As pessoas estão à procura de produtos que se possam adaptar à sua vida já personalizada. Na área da alimentação, os restaurantes são obrigados a adaptarem-se a diferentes variáveis, como dietas específicas e gostos em voga, enquanto mantém as suas próprias características.

Em soma, o aparecimento de numerosas plataformas de Social Media mudou completamente a indústria. Os restaurantes tem de se focar nas gerações peritas em tecnologias e no marketing gratuito, mas de difícil controlo, que vem com elas.

Este projecto vai procurar compreender o impacto que as alterações no estilo de vida dos últimos anos e da Web 2.0 tiveram nesta área. Quem cria as tendências? Como e porque é que os restaurantes e os distribuidores de comida estão a adaptar-se às diferentes necessidades do mercado? De forma a responder a estas questões, as tendências dos anos 2015 e 2016 na área da alimentação vão ser analisados, seguidas das razões por trás delas.

Palavras-Chave: Tendências na Alimentação, Estilo de Vida, Social Media, Motivações de Consumidores.

JEL Classification System: M310 Marketing; 0330 Technological Change: Choices and Consequences; Diffusion Processes.

ABSTRACT

Food and catering are an ever-changing industry that influences the lives of millions of people in the world. The products and services provided by this business are constantly adapting to the influencing variables that are on-growing. Additionally, we are now in a world where consumers create the tendencies and are incredibly vocal on what they want and do not want.

The changes in lifestyle that the population is facing are numerous. People are seeking products that may adapt to their own personalised life. In the foodservice area, restaurants are obliged to adapt to different variables, such as specific diets and trendy new tastes, while keeping their own characteristics.

In addition, the appearance of numerous social media platforms has changed this industry completely. Restaurants have to focus on the new technology-savvy generations and the free, but difficult to control, marketing that comes with them.

This project will seek to understand the impact that the lifestyle changes from the last years and the Web 2.0 had in this area. Who creates the tendencies? Why and how are restaurants and food distributors adapting to the new needs of the market? In order to answer these questions, the 2015 and 2016 tendencies for the foodservice area will be analysed followed by the reasons behind them.

Keywords: Foodservice Tendencies, Lifestyle, Social Media, Consumer Motivation.

JEL Classification System: M310 Marketing; 0330 Technological Change: Choices and Consequences; Diffusion Processes.

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1. INTRODUCTION

1.1 Theme

The foodservice market is one that is constantly adapting to new necessities, lifestyles, and external variables. New researches show the benefits of certain ingredients that were unknown before, and the hazards of foods that were previously considered healthy. People have new needs in their life, due to their stressful jobs and to the economic crisis that affected the world. Additionally, external factors like environmental sustainability and the rise of technology also affected this market. People have to eat to survive, but we are now in a society where numerous requests have to be answered.

This following research will delve in the foodservice tendencies in the years of 2015 and 2016 and the impact that the changes of lifestyle and the social media had. The consumers of today are much more concerned with topics that were never taken into consideration before, such as social responsibility and environmental sustainability. As an example, the rise of the green movement has changed the industry by putting vegetables, which were previously considered a side dish, as the main ingredient. Additionally, Web 2.0 is demanding this market to adapt to its consumers. The online delivery system is requesting a rapid response from suppliers. Social media platforms, such as Facebook and Instagram, are asking chefs to up their capacities in terms of food design.

It is relevant to analyse what the contemporary food tendencies are, the main reasons behind them, and the consumer motivations to support such trends.

1.2 Objectives

The main goal of this project is to analyse the foodservice tendencies in the years 2015 and 2016 and the impact of the lifestyle changes and of the social media.

Specifically, there is a purpose to understand what the main tendencies for those years are, what the main reasons behind them are, and how consumers are motivated to accept such tendencies.

In order to do so, it is necessary to analyse the different theories for consumer motivation, such as Consumption, Consumerism and Anti-Consumption, and how they relate to this market. Additionally, it is mandatory to research and find the main foodservice tendencies and delve on the impact they had to consumers and the market, while explaining their reason.

To analyse such themes, it is relevant to conduct a netnographic analysis of consumer preferences in terms of food, and what motivates them to follow their habits of consumption in this market.

The data collected and analysed will allow a better understanding of this market for this years, since it will permit to identify the main tendencies both for consumers and restaurateurs, and what motivated them.

1.3 Research Problem

As aforementioned, the aim of this thesis is to firstly analyse the foodservice tendencies for 2015 and 2016. Secondly, there will be an analysis of the impact of the lifestyle changes of the society and the social media on such tendencies. Thirdly, an examination of consumers' motivations in the foodservice market will be conducted. All this points will be supported by a netnographic analysis of online forums dedicated to the theme of this project.

The goal of this research is to allow these questions to be answered:

RQ.1 - What are the main tendencies on the foodservice for the years of 2015 and 2016 and what impact had the lifestyle changes and the rise of social media?

RQ.2 - What were the consumption motivations for consumers in these years for this market?

2. LITERATURE REVIEW

2.1 Consumption Analysis

Consumers are evermore involved in their consumption experiences, materialism, meanings of possessions, semiotics, and patterns of consumption (Loureiro, Pires and Cayola, 2014). The products acquired are a way for consumers to seek themselves and express their personalities socially. Goods and brands help demonstrating feelings, like love and hate, and the consumer self-image is reliant on the messages and symbolic meanings connected to products and the relationships established through them. Since buyers have such a wide range of items to choose from, even in simple everyday purchases, this selections process strongly influences the self and consumption becomes a menace for personal futility (Loureiro, Pires and Cayola, 2014).

It is important for this thesis to understand what consumerism, consumption and anti-consumption stand for.

Consumerism is a set of beliefs and values that secure happiness through consumption, possessions, and materialism (Loureiro, Pires and Cayola, 2014). Consumers consider that the proper way of finding true fulfilment is through things and objects. Campbell claims that "the pleasures of consumerism lie in the endless delay of pleasure of fulfilment" (Loureiro, Pires and Cayola, 2014).

Consumption, on the other hand, is defined by the usage of goods and services that allow the representation of the self in the world, according to Daniel Miller (Loureiro, Pires and Cayola, 2014). Albert Borgmann however considers it as a daily process (Loureiro, Pires and Cayola, 2014). It is important to refer ethical consumption as the adaptations in consumer lifestyle, with the goal to reduce negative effects on the environment, people and animals. This type of consumption has been associated with the following terms: fairtrade, local, organic, sustainability, environmental responsibility, and community (Loureiro, Pires and Cayola, 2014).

Finally, anti-consumption is, as its name suggests, to go against consumption for various motives, such as resistance to, distaste of, resentment or rejection of consumption (Loureiro, Pires and Cayola, 2014). Studies about anti-consumption tend to mostly focus on sustainable lifestyles and the reasons why people avoid certain products and brands. In fact, people adopt this behaviour to live a more sustainable life,

like green consumers who refuse to purchase products that are environmentally undesirable, ethical consumers who will not acquire products from socially irresponsible companies or even consumers who do not buy products from brands that may go against their political views (Loureiro, Pires and Cayola, 2014). Additionally, around 1960 a new wave of anti-consumption appeared. Hip Consumerism uses the contradictions and disappointments of advertising's broken promises to increase the will to buy more. Consumers who protest and are against the various kinds of manipulation, conformity, and loss of meaning turn these variables into reasons to consume. "Disgust with consumerism is turned into the fuel that feeds consumerism because we express our disgust with consumer culture through consumption" (The Consumption of Anticonsumption, 2016). Hip Consumerism is anti-consumption in its nature, since its followers were taught to consume to express their attitudes.

Alternative consumptions are due to the alternative intrinsic pleasures. Such pleasures could be to walk instead of driving a car or to spend some time cooking instead of going to a restaurant.

The increasingly growth of consumer organisations and the easy internet access led to the rise of green to ethical consumption (Loureiro, Pires and Cayola, 2014). A great number of consumers are more aware of the ethical concerns and their buying process takes certain issues in mind, such as societal, animal and environmental welfare. Green to ethical consumption allowed the creation of new consumption communities that are innovative, creative and collaborative through the spread of technologies that foment networking (Loureiro, Pires and Cayola, 2014). It is important to understand that it is not possible to separate production from consumption in online environments, due to the fact that consumers act both as entrepreneurs and buyers in a market evolving into experience service (Loureiro, Pires and Cayola, 2014). As a result, online spaces, like blogs and websites, become the new marketplace.

To further comprehend anti-consumption, it is necessary to look at the five motivations given by Portwood-Stacer (Loureiro, Pires and Cayola, 2014) for this behaviour:

- 1) Personal motivations stand for the instant personal benefit a consumer may achieve through alternative consumption experiences;
- 2) When a practice in the consumption behaviour is motivated by judgments about right or wrong, it is related to moral motivations;

3) Activist buyers operate in order to pressure a system or entity to change what may be an immoral practice. Additionally, there is an active attempt by activist to raise consumer's awareness, thus changing their culture and ideology;

4) Identificatory motivations relate to consumers adapt their behaviour to easily identify with their beliefs and of their peers. Norms and rituals establish certain customs that are adopted by individuals due to the fulfilment of their utilitarian needs and due to the possibility of giving form to their self-identity. As an example, anti-consumers who wish to be identified as anarchists may orient their practices to the ones that are most usually recognized by other anarchists and recognize themselves and an authentic member of such group.

5) Social anti-consumption is motivated by the will to achieve solidarity among the members in the anarchist movement. Since mainstream consumption is totally rejected by the participants of this movement, this becomes their symbol of union.

Anti-consumption arises from two different phenomena (Loureiro, Pires and Cayola, 2014). Firstly, the consumers who want to reduce their consumption habits. This group represents the social movement that aims to combat the acceptance of consumption as a lifestyle by society and the consumers who are conservative and motivated by personal values (Loureiro, Pires and Cayola, 2014). Secondly, consumers who do not have a direct motivation to decrease their consumption, but are selective of what they buy based on values, like political ideologies or rejection of brand hegemony. In fact, there is premeditated intention of avoiding market-dominating brands (Loureiro, Pires and Cayola, 2014). There are also four sub-groups relevant to the emergence of anti-consumption: the global impact consumers, who seek to reduce the general level of consumption for the societal benefit; the simplifiers that are interested in the adoption of a lifestyle less oriented to the consumption, due to the conviction that to focus oneself energy on self-serving consumption activities is morally wrong; market activists that change their consumption habits in order to avoid certain brands or products that may cause specific troubles to the society; the anti-loyalists, who refuse to repurchase certain products thanks to previous negative experiences or perceived inferiority (Loureiro, Pires and Cayola, 2014).

2.2 Restaurant Tendencies for 2015

The Restaurant Tendencies for this year can be seen as a continuation of the prior years (Sonnenshein, 2015). However, the economy is picking up, and the Generations Y and Z are putting their foot down and shaping this sector (Taylor, 2014a). The following tendencies have been anticipated by consultants and experts from the food research firm Technomic and the blog Gourmet Marketing. Trends for 2015 favour sustainability, environmental stewardship, creative food combinations, and technology that allow attendants to provide a more personalized and unique experience to each customer.

The Supermarket Guru® Phil Lempert rank the growth of online grocery shopping and the preference for craft foods, fermented foods and smoked flavours among the top food trends for 2015 (conagrafoods, 2015). Working closely with ConAgra Foods, Inc., Lempert predicted the most significant changes for this year. Bold-flavoured foods that offer health benefits, and shifts in approach to supermarket shopping are growing in customers' hearts. Like in restaurants, Generation Z is influencing the trends along with technologies that improve the ease of reading and understanding of nutrition labels. However, baby boomers also have a thing to say in 2015.

Phil Lempert claims to ConAgra Foods that "the top food trends for 2015 indicate people's palates are continuing to evolve and they are gravitating toward streamlined grocery shopping experiences that are convenient for their lifestyles". "In 2015, look for brands and merchants to advance their product offerings and shopping amenities to meet these demands" (conagrafoods, 2015).

2.2.1 Importance of Food Design for Social Media

Meals, in 2015, according to Technomic will become a "staged event that imparts bragging rights" (Taylor, 2014a). Restaurants have realized the importance and power that customers have on social media. Instagram and Twitter are revolutionizing word-of-mouth and proving to be a make-or-break platform. Consequently, chefs are taking extra care in the presentation of their dishes, in order to satisfy the Instagram-hungry generation.

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The senior manager at Technomic, Jackie Dulen Rodriguez, notes chefs from numerous restaurants are presenting their food with Instagram, Twitter and other social media sites in mind (Shaw, 2015). She opines "there has always been an importance placed on the visual appeal of food on a plate from a culinary perspective, particularly in fine dining".

The younger generation is addicted to the social media platforms. They want to eat a meal that allows them to take pictures of it. This give the phrase "You eat with your eyes first" a whole new meaning. The rise of smartphones, selfies, and customers photographing their meals has put the spotlight on how important that is.

World-renown lifestyle expert Martha Stewart had to learn this the hard way when she tweeted out photos of her homemade meal (Pic.1 and Pic.2), in November, 2014.



Figure 1 " Iceberg wedge with homemade Russian dressing. Perfect salad for the onion soup lunch" (Stewart, 2014)



Figure 2 " Best slow cooked onion soup with baguette croutons and gruyere and Comte cheese melted on top. Garden onions" (Stewart, 2014)

The poor quality of the picture lead to harsh criticism by her Twitter followers who even believed her account had been hacked. Jackie Dulen Rodriguez commented on the case, stating that "the Martha Stewart example really illustrates that restaurants are really vulnerable to the person who is taking the picture" (Shaw, 2015). She added that if there is a huge group of customers publishing photos that poorly reflect the quality of the restaurant, it is a huge concern for the people running the restaurant.

Despite the risks, many restaurant chains prefer to capitalize on the trend, looking at this situation as a form of crowd sourced marketing. In fact, a number of chains have been quite forward this year in encouraging their customers to post photos on social media as marketing tool, like Padaria Portuguesa (Pinto Barata, 2015). Restaurants can even post their favourite photos on digital display for every customer to see.

2.2.2 *Smaller Everything*

The increasing concerns about health and obesity have been the main incentive behind the smaller portions and plate sizes (Taylor, 2014a). 2015 will be replete with smaller plates but more tasting options where several bite entrees are offered. Dim sum, food tasting and tapas dining will continue to increase and evolve.

Additionally, dining rooms are getting smaller and more efficient in order to reduce energy usage, cut maintenance and overhead costs, encourage intimacy and reduce staff.

In fact, in some cases personnel is actually being replaced with new technology (Sonnenshein, 2015).

Finally, alternative food vendors, supermarket dining rooms, corporate cafeterias, gourmet vending machines and widespread availability of food deliveries are significantly reducing the size of the in-house dining market.

2.2.3 Rise of the Bitter flavors

This year is putting more emphasis in bitter flavors (Taylor, 2014a). Diners are abandoning sweet foods for dark and bitter tastes that can be found in deeper chocolates, hops-infused beers and darker coffee. Dunkin' Donuts and Tom Hortons premiered their first dark roasts this year (Taylor, 2014b), giving strength to this trend.

Additionally, restaurants are investing in umami, the fifth taste, and creative recipes that combine sweet, salty and bitter flavours (Sonnenshein, 2015).

2.2.4 Remodeling of the Traditional Foodservice Market

Not only is the sit-down market shrinking, but also is losing its market share to alternative forms of foodservice. Fast casual restaurants are captivating more and more clients who prefer to spend their money at slightly higher quality chain like Chipotle, instead of fast-food classics like McDonald's (Sonnenshein, 2015). Additionally, there are fresh concepts like healthy vending and delivery services that cut into the traditional restaurant market.

2.2.5 Importance of Beverages

Unlike what happened in the past, restaurants are seeking to increase the importance of beverages, making them a headlining act instead of a sideshow. Starbucks already premiered soft drink Fizzio and Coke increased its share in Keurig (Taylor, 2014a), eye-

opening the rest of the industry. In 2015, restaurants are mixing up new beverages in both the alcoholic and non-alcoholic markets next year.

Beverages are seen by restaurants as key ways to generate revenue, attract loyal customers and differentiate operations from those of their competitors (Sonnenshein, 2015). The new trends of robust and bitter flavours, umami taste sensations and local distilleries led to Whiskeys being the new American favourite spirits, besting Vodkas.

These advances in the beverage segment can be seen in the new importance the industry is giving to drinks: Bartenders are returning to school to master mixology and techniques like molecular gastronomy, wine appreciation and event management; restaurants and bars are serving signature beers, spirits, cocktails and edible drinks, and are increasing non-alcoholic cocktails on menus; these aforementioned restaurants are creating tasting events for their personalized drinks; menus are increasing the number of non-alcoholic cocktails and small-batch sodas.

2.2.6 Asia Ascendant

The Asian foodservice market in the USA has been primarily made of Japanese sushi or Americanized Chinese food. However, in 2015, there are more fusions of local ingredients and Asian and ethnic cooking techniques (Sonnenshein, 2015). The Korean and Vietnamese food restaurants have grown in number and upscale ramen has been taking over mainstream menus (Taylor, 2014a). Peasant dishes, ethnic street foods and foods from the former Soviet Union's Asian satellite countries are becoming more and more popular.

This influence can be seen in popular foodservice chains, like Yum Brands, the parent company of KFC and Taco Bell. The corporation opened a Vietnamese sandwich concept called Banh Schop in Dallas (Taylor, 2014c).

2.2.7 Custom Dining Options for Health

For a few years, the number of customers with personalized diet plans has been increasing. In addition, those diet plans are taking more different and highly specific

forms (Taylor, 2014a). Confronted with healthier menus, nutritional labelling and food-transparency, restaurants are faced with an escalating number of requests for customized meals for diabetics, vegetarians and people on gluten-free, dairy-free and other special diets (Sonnenshein, 2015). Restaurants are offering more custom dining options, in 2015. Customers can choose their ingredients or substitute alternatives to classic ingredients for health needs and personal preferences. Moreover, restaurants are also offering meals based on calorie counts or nutritional requirements on request. Entrepreneur claims that the best way to make restaurants work for customers is to display pick-and-choose options, in order to stay current as nutrition buzzwords come and go (Taylor, 2014a).

2.2.8 Local Sourcing

Local sourcing and in-house processing are still on-growing and gaining ground in the battle for diner's hearts and minds (Sonnenshein, 2015). The love for local food is increasing and that is hurting most chain restaurants, who struggle to convince their clients that the products used are sustainable and environmentally friendly (Taylor, 2014d). In fact, Gourmet Marketing defend that environmental sustainability promises to be the top trend of 2015 (Sonnenshein, 2015). Transparency, local pride and accountability also matters to diners. Consequently, local sourcing becomes the major tendency for forward-thinking restaurateurs to adopt.

This trend is so relevant there has been a boom in terms of restaurant gardens as part of the farm-to-table experience (Taylor, 2014a). Restaurant gardens achieve maximum sustainability. Kitchens can compost organic restaurant waste for gardens and save money on supplies. This kind of design allows the shortening of the path from farms to table when diners only have to walk a few steps from visiting a restaurant garden to enjoying its yield. Furthermore, restaurants are returning to the butchering meats and are using the entire animal, processing specialty foods in-house and even brewing their own alcoholic beverages.

2.2.9 Social Responsibility and Accountability

Restaurants are caring more and more about the human factor. They are becoming major arbiters in their customer's lives by social interaction on media forums, creating events and popular publicity stunts and encouraging charity and political change (Sonnenshein, 2015). Diners now care about the origin of their food, how it is grown, how employees are treated by suppliers and animal rights. Social media networking in addition to providing forums for posting information also holds companies more accountable for their own practices and encourages diners to share personal experiences.

With a general and loud appeal for sustainable chains of production (Taylor, 2014e) and increased minimum wage, the spotlight is hot and bright on the people behind the food. This raging battle is a major trend in 2015 and the outcome is expected to truly affect the menus.

2.2.10 Engagement of Generation Z and Technology Changes in the Hospitality Industry

Restaurants have been focusing in grabbing the attention of Millennials (Taylor, 2014,f) through social media. However, they have to start appealing to Generation Z (those born between 1995 and 2012) (Taylor, 2014a). Younger teens are beginning to make their own decisions about where and what to eat. This implies that restaurants will have to start fighting for the interest of this kind of customers. Some of the strategies being used are louder music in restaurants, moving visuals, heightened experiences and high-tech service.

In fact, restaurant technology is growing fast. Top technology trends include a lower number of employees in favour of tablet ordering. Additionally, restaurants are adopting staged dining environments, mobile apps to customize ordering, automatic loyalty programs and rewards and guest-facing technologies that improve sales and customer loyalty like facial-recognition software (Sonnenshein, 2015).

Accordingly to Gourmet Marketing, mobile ordering belongs to the major technology trends for 2015 in the foodservice. Restaurants are finding the need to post their menus

and take online orders, in order to maintain their market share. Restaurateurs are using the help of websites, such as NoMenu or Gourmet Labs. This kind of websites represents a marketplace ordering systems featuring numerous menus from multiple local restaurants and dedicated POS systems that handle dedicated online and mobile ordering.

Another improvement in this area is the mobile apps. They will continue to allow customers to receive coupons, real-time messages and customized ads. Clients can now preorder their meals while expecting for seats, thus reducing waiting time. Not only do mobile apps help clients, but also the restaurant itself. Apps can be used for inventory management, customizing dining experience for specific customers and allowing customers to pay without the use of credit cards or account information (Sonnenshein, 2015).

Digital signs are a sub segment of signage and are used in wayfinding, placemaking, exhibitions, public installations, marketing and outdoor advertising. These signs are utilized to display content such as digital images, video, streaming media, and information and are usually found in public spaces, transportations systems, museums, retail stores, hotels, restaurants, and corporate building (Wikipedia, 2015). They are being used in 2015 by the foodservice market since they generate dozens of restaurant benefits, and they have been seen in all styles and sizes. Managers usually use the signs to promote changes in menus at different times of days, special events, catering services, merchandise and to broadcast specials (Sonnenshein, 2015). However, more innovative marketers may use digital signage in different ways, such as: upselling food and introducing new menu items; posting nutritional information; providing biographical information about the staff; sharing news and social media happenings and posts; displaying behind-the-scenes photos of the restaurant; changing menus quickly; entertaining diners who are waiting to be seated.

Smartphones, technology and social media networking are also being used by restaurants and customers to arrange work meetings, parties where people with similar interests gather and friends and families get-togethers (Sonnenshein, 2015). Restaurants may post messages on social-sharing bulletin boards to let people know a group is gathering at the restaurant. Digital signs may be useful in these situations, since

managers can post relevant information and social posts to generate spontaneous interaction among diners.

Another trend that technology supported is scalping reservations. Restaurants and diners can use technology apps to pay for holding reservations. Yet, opportunistic companies like ReservationHop (513-ok-shift.com, 2015) are selling and trading reservations to diners who need immediate seating at busy restaurants. Although ethically wrong, the practice is most likely to grow in 2015 (Sonnenshein, 2015).

All the technological improvements in the foodservice market are generating and increasing interest for Kiosks and Tablets, because they allow customers to customize their orders, place carryout orders without tying up staff, sign up for loyalty programs and entertain their kids (Sonnenshein, 2015). Customers are able to play games, preview the menu, check on their friends, and get news, weather and sports information while waiting for their tables.

This last trend is being strongly fuelled by Millennials, since they are much more comfortable with technology and prefer to customize and review their orders personally. Additionally, rising labour costs make all types of guest-facing technologies happily welcomed by restaurant owners, since many services can be handled with self-service (Sonnenshein, 2015).

2.2.11 Grazing Golden-Agers

91% of people say they snack daily (Snack Attack What Consumers Are Reaching For Around The World, 2015). Although snacking is rising among all ages and genders, snacking among consumers over the age of 65 contributes to additional years with a higher quality of life (Zizza, 2014). Consequently, this year is replete of boomers - those raised in the "three square meals a day" era - snacking more throughout the day.

The snacks of boomers are characterized by being rich in protein, fibre and Omega3s to help promote bone health (conagrafoods, 2015). Other popular choices include plant-based proteins and whole grains.

2.2.12 Online Grocery Shopping With Same-Day Delivery

Online grocery shopping and delivery is becoming more and more used by consumers. This new trend allows food and beverages to be in the same-day delivery business without having to add operational infrastructure, because of the big number of services competing for customer attention (conagrafoods, 2015).

This activity was considered a luxury for metropolitan areas in the past. However, the revenue gains among food and beverage e-commerce/delivery service point toward the expansion of this trend to mainstream consumers living in both urban and rural areas. Major players like Google, Amazon and Walmart all expanded their same-day delivery services to new cities. E-commerce companies, like Peapod, Fresh Direct, Amazon Fresh and Instacar, have made it possible to have perishables delivered to your door in two hours. In consequence, many products are evolving in order to cater the needs of online shopping. In fact, more brands are bundling multiple SKUs (Stock Keeping Units) to create meal kits or offer pre-packaged sets of multiple products.

The food e-commerce trend is growing so much that investor confidence is rising exponentially, with tons of investment being poured into startups in this area (CB Insights - Blog, 2014).

Google, for example, expanded its Express delivery service (Rosenheim, 2014), which offers same-day delivery from stores like Costco, Whole Foods and Target, to Boston, Chicago and Washington, DC. The new subscription model allows users to pay \$10 a month or \$95 a year for the service (Meijers, 2014a). Amazon expanded Amazon Fresh (Kastrenakes, 2014) to New York. Additionally, it launched a partnership with the USPS (Rosenheim, 2014a) to deliver groceries in San Francisco and AgLocal (Jones, 2014) to offer on-demand sustainable meat in the city.

The startup Instacar is booming, as it can be seen by its 15-20 percent weekly growth during 2014 (Meijers, 2014b). The startup partnered with major retailers, like Whole Foods, Kroger and Costco. This allowed it to avoid some costly infrastructure investments. In June 2014, the startup was active in 10 major cities, and it was planning to expand aggressively (Meijers, 2014a).

Another booming startup is Postmates. This company has grown 10 times year over year since its launch in 2012 (Meijers, 2014a). The company focus in online delivery service and development of delivery logistics software. It partnered with retailers to deliver goods on-demand in various cities, like Seattle, Chicago, New York and Los Angeles. In February 2014, Postmates raised \$16 million to expand across North America (Rosenheim, 2014b).

2.2.13 Demand for Smoked Foods

The demand for smoked food has risen as chefs keep applying smoking and grilling to add some sizzle and impart new flavour to other proteins and alternatives like vegetables, butters, and even beverages (conagrafoods, 2015). The popularity growth of smokers lead to at-home cooks experimenting with smoking non-traditional foods.

This trend is sparking an increase in savouring this flavour the entire year. A good example of this fashion taking new proportion is the Hunt's® Fire Roasted Diced Tomatoes (conagrafoods, 2015). This fruit is one of the most popular non-meat items to be smoked.

2.2.14 Popularity Rise of Fermented Foods

Not only smoked food will take centre-stage. 2015 is a good year for the lovers of fermented food, like yogurt, tempeh and sauerkraut. This kind of foods contains live cultures, or is preserved in liquid in order for their sugars and starches to become bacteria-boosting agents (conagrafoods, 2015). The rise of importance of gluten-free foods and probiotics led to an improvement of the digestive health of consumers. In fact, ConAgra Foods surveyed the American people and results show that nearly 50% of Americans have changed their diet to help improve digestion.

2014 saw an expansion of the gluten-free food beyond the one percent of the population that has Celiac Disease. Consequently, there has been an increased focus on the consumption of fermented foods as people continue to look for ways to aid digestion. The focus on health and the resulting knowledge about the impact foods have on the

digestive system that people are gaining lead to significant changes in the way consumers have been preparing their meals in 2015. Fermented food is gaining territory in or plates by switching its role as a side item or topping and becoming the main star.

2.2.15 Generation Z's Attitude Towards Food

As it was discussed before, Millennials have a great passion for food. However, 2015 is proving to be the year where foodservice is focusing on Generation Z. This generation brings an entire new set of food values to the kitchen table (conagrafoods, 2015). They have been exposed to more flavours and variety at a younger age than other generations. So, it does not come as a surprise that their collective attitude toward food is simplicity and health. The microwave is less used in favour of stove tops for cooking meals and there is a clear preference for fresh ingredients to prepare meals. Generation Z's favourite foods to cook include eggs and omelettes, hot dogs, potatoes and chicken, than can be easily personalized (Where Is Fresh Headed? An excerpt from the Future of Eating Report, 2014).

This trend is truly uplifting for the future of public health. The proliferation of technology and social media led to a more up-to-date generation on healthy food trends, which is much more inclined towards culinary experimentation when compared with previous generations (Meijers, 2014a).

However, there is still pressure from junk food chains. Food Corporations spend \$2 billion (Meijers, 2013c) annually influencing what kids eat. As a direct consequence, nearly 1 in 3 children in the USA eat fast food everyday (Holguin, 2004). To diverge from this tendency, there are numerous initiatives and companies working to instil healthy eating habits in children and families. Raddish, for example, offers kid-focused recipe subscription boxes. Inside there are grocery lists, illustrated recipe guides and a variety of activities designed to make the cooking process fun and educational for the entire family. Another great initiative is JoyFoddly's. Their aim is to make learning how to cook vegetables and fruits fun, affordable and accessible for families. They have an Online Kitchen Learning Lab that offers a self-paced cooking crash course for families with video tutorials, a time-saving shopping list generator and a community forum where users can share their experiences and provide advices to others. More direct in

school education is NY Sun Works project, which builds innovative science labs in urban schools. Its Greenhouse Project Initiative uses hydroponic farming technology to educate students and teacher about one of the most important trends for 2015: sustainability. It is seeking to build 100 greenhouse project labs by 2020.

2.2.16 In-House Usage of Craft Foods

Craft foods are associated with foods made in small batches with specialized, local ingredients. Nevertheless, major companies are finding ways of producing them in larger quantities (conagrafoods, 2015). The craft beer phenomenon is the main reason behind the new excitement, flavours and sales to the beer industry that was struggling.

This trend has extended to other beverages and food, in 2015. Millennials are keen on seeking unique tastes and foods with authentic origin stories. Marie Callender's® Razzleberry Pie is a good example of what has the look and the taste of homemade food but is found in freezer aisles.

2.2.17 Nutritional Analysis with Apps

Consumers are more and more preoccupied with their health. Thus, they want more information about their foods. The appearance of innovative devices like Prep Pad is helping consumers in learning the aforementioned data instantaneously. This device pairs with an iPad app to calculate the exact nutritional content of meals, including the carbs, fats, protein and calories by just scanning the bar code of food packages used as ingredients or the items on a plate (conagrafoods, 2015).

This trend will allow nutritional information to become more readily available and commonplace in the supermarket and in kitchens.

Technology has been facilitating the transparency for shoppers for a long time now, and the startups in this space are getting more and more sophisticated (Meijers, 2014a). Numerous apps, such as Fooducate, ScanAvert and ShopWell (Meijers, 2013d) help demystify food labels and enable people to make better and healthier food choices. On

top of that, people with food allergies may use the help of apps like Ingredient1 and ipiiit while shopping.

Inside the kitchen, consumers have now at their disposal smart scales like Prep Pad and SITU that link nutritional data to cooking, and serve it up in real-time. Gadgets like Vessyl's smart cup and Pantrychic's smart ingredient dispenser have been created to help calculate the nutritional content of what is drank, eaten and cooked. Even giants like Whirlpool, Samsung and LG have jumped on this wagon by creating smart refrigerators, futuristic cook tops, and smart crock pots among other items (Meijers, 2014e).

A great number of data startups are also facilitating increased accessibility of nutrition information for food retailers, eaters, app developers, and other food startups (Meijers, 2014a). FoodEssentials, provides food retailers a real-time look at the nutritional content of every product on their shelves. It helps retailers to better understand the habits of their consumers and to make date-driven inventory decisions. Edamam, for example, analyzes online recipes and makes nutrition data available for home-cooks. It gets to the point of analyzing 1.5 million recipes and ingredient lists from 500 popular recipe sites. Klappo leverages big data and semantics to extract granular food nutrition data. It allows developers to harness the information to create apps that help consumers make educated and engaged decision about their food.

2.2.18 Supermarkets as Socializing Spaces

The idea of a supermarket as a straightforward centre where consumers could buy groceries is a thing of the past. Now they represent a lifestyle. Present day supermarkets are developing a great variety of services that assist them in setting apart and establishing each outlet as an ambassador of niche lifestyle trends (conagrafoods, 2015). We can expect them to specialize to present consumers with unique experiences that show their personality and philosophy towards foods.

Supermarkets are positioning themselves as direct competitors with chain and local restaurants. Retailers in 2015 build full-service high quality restaurants as part of their brick and mortar operations. Experienced chefs offer unique dishes, local foods and

drinks. Consumers are stepping inside supermarkets not only to acquire food but also to attend cooking classes and special events. Even sampling evolved into having chefs like George Duran cooking special recipes for shoppers (conagrafoods, 2015).

As it was aforementioned, online grocery delivery services are booming. This implies that supermarkets have to find new and innovative ways to get their customers back. Whole Foods, for example, launched a new "Store of the Future" (Meijers, 2014a). This store is full of immersive digital experiences that allow users to see the origin of their food. It also has enormous screens that display an Instagram feed of locally grown produce and farmers and a special digital mirror where shoppers can look at themselves and get health products recommendations.

2.3 Restaurant Tendencies for 2016

2.3.1 Delivery in the Restaurant Industry

The big disruption of food retailing and food service for 2015 and 2016 is the tech-driven delivery (Whiteman, 2016). In order to better satisfy consumers, restaurants have been improving their delivery system, bringing their products to homes, offices and even hotels in the blink of an eye. This practice has affected every company from McDonald's to white cloth emporiums. The main driver of this revolution is the smartphone, since it allows ordering, paying, and getting loyalty points without the necessity of speaking to a human being.

Companies like Google, uberEats, Amazon Prime Now, Postmates, Yelp, and Grub Hub are muscling into high-speed food delivery, serving as the middlemen between restaurants and customers, collecting fees and valuable personal information, in addition to what they already know about their clients (Whiteman, 2016). In comparison, some startups are building commissaries in cheap rent locations. Panera is building food hubs in order to handle deliveries while allowing regular shops to only concentrate on their customers (Whiteman, 2016). Starbucks added a delivery-only venue to just the Empire State Building. Domino's is creating a fleet with warming ovens (Whiteman, 2016). uberEats can deliver a limited menu in ten minutes, since they pre-load food into

drivers' cars (Whiteman, 2016). Amazon's Prime Now app gets entire menus delivered in an hour (Whiteman, 2016).

This innovation, however, creates a danger to the restaurant business. If sites like Amazon and Uber provide customers with dozen of restaurants and gourmet shops near their zip code, ranked with a specific algorithm created by the same websites, the restaurants lose the marketing control of their own businesses (Whiteman, 2016).

Additionally, another disruptor sucking up venture capital is the Meal Kits or dinner-in-a-box. This product provides precise portions of every ingredient, and is delivered by subscription. Without the bother of having to go to supermarkets, consumers might start cooking again using trendy ingredients. Companies like Blue Apron, Chefday, and Hello Fresh provide this kit at about ten dollars a head, making it an incredibly cheap takeout (Whiteman, 2016). The prediction is that star chefs will attach their names to these kits, and restaurants will develop their own dinners-in-a-box.

2.3.2 “Healthification” of Fast and Fast-Casual Food

After the on growing criticism Big Food companies are facing over chemicals and additives in their food, restaurants have begun cleaning their menus. Surveys imply that 36% of consumers worried about “chemicals” in their food, and 40% report that it is very important that all-natural ingredients are used, free of GMOs and artificial flavours and colours (Whiteman, 2016). In fact, consumers sometimes make up their minds even before scientists reach a consensus, and the genetic modified organisms are nonstarters. Restaurants are being obliged to label GMO's on their menus (Tristano, 2015). Customers no longer believe in the pictures of cows and leaves of grass on the cardboards as a sign of health and wholesomeness. This new generation of “researchers” tries to find more holistic initiatives from restaurants, such as: waste control, water conservation, human treatment of both animals and employee, and other eco-social issues.

Chipotle Mexican Grill is on a genetically modified ingredients purge, although their tortillas still contain preservatives and dough conditioners (Whiteman, 2016). Panera Bread will prohibit over 150 artificial colours, flavours, sweeteners and preservatives by

the end of 2016 (Whiteman, 2016). McDonald's and Chipotle are not using antibiotics on their chickens anymore, while Chick-fil-A will take until 2019 (Whiteman, 2016). These antibiotics are the same used on humans and are a cheap way of fattening animals. This practice reduces their effectiveness on people. Following this trend, Subway will also stop using azodicarbonamide in its bread over the next ten years (Whiteman, 2016). This dough conditioner is used in yoga mats and shoe rubber. Dunkin' Donuts is taking titanium dioxide, a whitening agent used in paints, off their products (Whiteman, 2016).

Although this is happening in fast food and fast casual chains, sitdown restaurants and hotels still have not taken any action. However, this sanitization is not a trend. It is actually coming strong, with a lot of room for improvement. Restaurants still have to clean the chemicals and colourings in their soft drinks and numerous dessert items. "Natural" additives are still additives, and most do not share genes with real ingredients, like raspberries and "natural raspberry flavour". Restaurants are still hesitant in using organic food products and keep using huge amounts of sugar, salt and fat.

Moreover, this trend will need to be accompanied by a modernisation in the supply chain. Adding to the already existing obstacles, like climate destabilization, rising costs for transportation, shipping and pests, the necessity for fresh and local food or just aliments free of additives and artificial ingredients will force every brand to make huge investments in supply chain management in 2016 (Tristano, 2015).

2.3.3 Pasta as an Endangered Species

In the last five years, pasta sales have decreased in 8% in Australia, and in 13% in Europe, with Italy having a 25% drop (Whiteman, 2016). With Americans focusing on proteins and adopting the Paleo dining, their pasta consuming habits have decreased 6% (Whiteman, 2016). This ingredient is being substituted by quinoa, chickpeas, and lentils, among others. Additionally, spiralizers are allowing people to experiment with vegetable ribbons, like zucchini, asparagus, and sweet potatoes, replacing pasta completely.

2.3.4 Vegetables as the Main Ingredient

The ongoing rise of beef prices, the horror over hormones, the health-and-diet concerns, and the growth of farmers markets have created a huge trend that focus mostly or only in vegetables (Whiteman, 2016). The seasonality of vegetables also allows a pint of excitement for restaurant menus, since buying seasonally reduces food costs. Chefs even begun following the “Root to Stem” approach, by serving vegetable trimmings that otherwise would be heading to the trash. Nothing is wasted. Citrus peels are transformed into flavoured oils, and eggplant mayo is made with pods of shelling beans.

Restaurants are deploying meat as a condiment and not as the main act on the plate. USDA claims that potatoes, tomatoes and lettuce comprise 60% of US veggie consumption (Whiteman, 2016). This may be because people usually shy away from cooking ingredients at home that they know little about. Restaurants serve the kind of dishes that are not typically made at home, like mushroom carpaccio and grilled cauliflower steaks.

It is important to mention that this trend is not exclusive to vegetarians and vegans. Omnivores that believe they eat too many animals are jumping on board this train. Restaurants are serving great meals composed mostly of vegetables that are great to look at.

A movement leader is Dirt Candy, in Manhattan, increasing the space of the restaurant to a 60-seater. Amanda Cohen, the proprietor, proved you can pull off veg-only food in the contemporary society, creating carrot waffles, mapo eggplant with baby bokchoi, baby pea shoots and eggplant sformata (Whiteman, 2016).

Semilla, a Brooklyn-based restaurant, got a review in the NYTimes that claimed “you will be browsing extensively upon stems, tubers, rhizomes seed and other plant parts. Semilla tends to save fish and meat for moments when extra depth or intensity are needed” (Whiteman, 2016).

Even mainstream chains have started paying attention to this trend. White Castle has a veggie slider, served on a vegan bun (Whiteman, 2016). McDonald’s launched the MoguMogu Mac, in Japan, to fight their unhealthy image and to boost sales. It is a

chicken patty with bits of corn, edamame and carrots, topped with ketchup and is targeted to kids, as a healthy meal (Whiteman, 2016).

2.3.5 The Movement Against Tipping

According to Danny Meyer, "the cost of going out to a fine-dining restaurant is false" (Whiteman, 2016). This serves as an explanation to why he is changing the policy of his restaurants to a no-tipping policy, consequently increasing the wages for all of his staffers. The growth of the restaurant industry for the past five decades has been sustained by the artificially low prices, possible through underpaid labour. In the fast food business the low labour costs are subsidised by taxes on the general public to support supplementary welfare payments, like employees' food stamps. The inflated prices in higher-priced restaurants do not represent the earnings of their staff (Whiteman, 2016).

While social and economic trends move incredibly slowly, when they do it seems it happens all at once. No-tipping restaurants are criticised as un-American. However, the movement has momentum. Even restaurants that pay above 15 dollars per hour are having trouble to hire cooks and keep their labour costs in line (Whiteman, 2016). This may indicate that pay is too low and that prices are too low. Consumers would probably eat out less, if they had to pay the full price for food. All of these variables may indicate that the demand for cooks is too high for the offer, and that there are too many restaurants. Shifts in prices and wages might be enough to correct this anomaly (Whiteman, 2016). At the same time, local governments are raising minimum wages, sometimes abolishing tip credits, which increases labour costs for operators (Whiteman, 2016). The disparity between earnings of tipped waiters and untipped staff is becoming a concerning moral issue tinged with class warfare. Waiters are suing over untipped sidework and lower-down employees are inflamed by how tips are being distributed. In the USA, State and Federal governments make accounting for tips, benefits, meals, among others, increasing costs. This makes operators ponder on giving everyone an hourly wage. No-tipping restaurants tend to be upscale and the service is generally included in the price. Dirt Candy adds a 20% administrative fee (Whiteman, 2016). Ippuku, in Berkeley, imposes a 6 dollars service charge per person (Whiteman, 2016).

Ivar's Salmon House raised their prices and wages in order to pay their workers 15 dollars per hour (Whiteman, 2016).

2.3.6 The Poke Trend

Poke is a Hawaiian mainstay that is becoming more and more famous (Whiteman, 2016). This dish is a bowl of chopped or cubed raw fish, mainly ahi tuna, over seaweed-seasoned rice. The fish is marinated in soy sauce, macadamia nuts, green onion, seaweed, avocado, mango, ginger, chilli, Japanese seasoning blends, and sesame oil. Restaurants specialised in this dish are growing strong and adapting the recipe to other kinds of fish, like scallops, salmon, and octopus (Whiteman, 2016).

Fast-casual diners are adapting themselves to provide a menu format that emphasizes glistening raw ingredients on display for the consumers to build their own bowls (Whiteman, 2016).

2.3.7 Modernization of Traditional Cuisine

Chefs from today are exploring their roots and cuisines, like Peruvian, Mexican, Chinese, Korean, along with Middle Eastern fusion and Israeli (Whiteman, 2016). These dishes are made with the will of telling the stories behind them. The trend began from grandchildren and great-grandchildren reinventing dishes that the second generation of immigrants had turned their backs on. Carefully balancing tradition and modernity, without being considered fusion, the aforementioned chefs' creations are beautifully mainstreaming dishes that no longer seem so ethnic.

2.3.8 The Rise of Acai Bowls

Becoming the next big hipster food, this big-bowl smoothie is made with frozen pulp from this Brazilian fruit, milk, various other fruits, ice, and toppings, like chocolate, chia seeds, granola, or peanut butter (Whiteman, 2016). Tasting almost like ice cream,

and most often served as a breakfast, it is incredibly nutritious. It can be found in juice bars, smoothie chains, ice creameries, and food trucks. The trend is becoming so big that in 2016 the Google searches for acai bowls have more than doubled (Whiteman, 2016).

2.3.9 Fried Chicken's Comeback

Restaurants are bringing the fried chicken sandwiches from the south part of the USA and reinvent them with ethnic flavours. In the restaurant Fuku, they created a mammoth boneless thigh marinated in habanero purée, buttermilk, and Changian spices, deep-fried, topped with some acidic vegetables (Whiteman, 2016). Barbecue maven Mighty Quinn prefers to smoke its thighs before frying them, topping them with fermented chilli-garlic-lime sauce, on brioche with pickled cucumbers and pickled celery for crunch (Whiteman, 2016). However, a cult favourite spreading across the United States is the Nashville Hot Chicken (Whiteman, 2016). Extra spicy, like buffalo wings the chicken is dunked in hot sauce after frying. This sauce is made of melted lard, sugar, a high amount of cayenne and 14 secret spices. In St. Louis, a new restaurant called Southern, run by the city's chef of the year in 2013, Rick Lewis, generates lines for its own Nashville Hot Chicken (Whiteman, 2016).

2.3.10 Aromatic Heat

Food consumers are realising that spicy is not enough. There has been an interesting shift in favour of flavours to create an aromatic spice blend (Whiteman, 2016).

For example, piri-piri peppers are becoming more known around the US thanks to Nando's Chicken chain. Being mixed with tamer spices, herbs and citrus peels, the peppers are used as BBQ rubs and bases for sauces (Whiteman, 2016).

With malted barley, fermented soybean flour, red pepper and rice flour, sweet-spicy gochujang - a thick Korean BBQ sauce - can be created. Substituting sriracha in Asian

fusion dishes, gochujang is being used in trendy and adventurous restaurants (Whiteman, 2016).

New spice blends are coming from Syria via refugees, as a consequence of the war in the country (Whiteman, 2016). The Arabic, Christian and Jewish influences can be easily spotted, creating a warm, rather than hot, mixture. This blend is made with allspice, cardamom, ginger, coriander, cinnamon and black pepper.

As Thai food becomes a bigger and bigger trend, red and green curry blends are growing in consumers' plates. Shichimi-Togarashi or "Japanese Seven-Spice" is a blend made of red chilli pepper, sesame seeds, seaweed flakes, dried orange peel, black pepper and poppy seeds. The interesting part about this flavourful blend is that it starts out hot, but quickly shifts into a complex and crunchy feel. It is usually used on raw fish, pasta, chicken rubs, and even cocktails (Whiteman, 2016).

The spice of the year, however, is Turmeric (Whiteman, 2016). It is popping up in health food shops and juice bars, as well as supermarkets. It is marketed as incredibly healthy and is a star for retail. However, its appearance on restaurant menus has yet to make a big impact.

2.3.11 Retailers Step Into Food Service

Retailers have been luring shoppers into their stores with snacks and meals. The idea is that the longer a customer is inside the premises, the more he will buy per hour of stay (Whiteman, 2016). Theme parks and museums have been doing this for a long time now. The fact that this trend is gaining momentum represents a threat to restaurants located near the aforementioned stores. In-store eateries are mainly aimed at high-spending millennials, who prefer to multitask instead of only having lunch (Whiteman, 2016).

Saks Fifth Avenue will replace their Cafe SFA with L'Avenue (Whiteman, 2016). This Parisian restaurant, famously inhabited by famous and trendy customers, will have small venues in the store, in order to keep customers the longest time possible inside Saks.

The hunting, camping and recreation departments from Outdoor World, which is owned by Brass Pro Shops, are also being supported by this trend (Whiteman, 2016). Islamadora Fish Co. restaurants are being added to their stores to keep shoppers from wandering off.

Whole Foods invested and added Mendocino Farms, a boutique high volume sandwich-salad chain, to selected markets and their 365 stores (Whiteman, 2016).

Lexus and Porsche also added bistros and cafes in their showrooms (Whiteman, 2016). Lexus did it for a lifestyle showroom in Tokyo called Intersect, while Porsche preferred to bet on its Experience Centre in Atlanta.

URBN Inc, the owner of Urban Outfitters, Anthropologie and Terrain, is adding restaurants with the stamp of chefs in urban complexes (Whiteman, 2016). Although they already had regular eateries in their shops, this measure will allow them to solidify their meaningfulness as lifestyle destinations.

Even Target is testing new food concepts from Pizza Hut, Freshii and D'Amico & Sons Italian Kitchen, thus replacing their garden variety cafes. This is more of a strategy to enhance revenues than to captivate clients, since 40% of customers already buy nachos and hotdogs at Target (Whiteman, 2016).

This practice can and will be found in venues like bowling alleys, clothing stores, movie theatres and supermarkets since restaurants provide unique social experiences that consumers may only experience outside of the online world.

2.3.12 The Impact of Snacks

The fast-pacing world of today is taking a toll in the alimentary habits of consumers. People used to have three meals per day, but they are now switching them for snacks, completely obliterating meals. This trend that could seem only for millenials is actually affecting everyone. In the US, snacking increased 47% from 2010 to 2014 (Whiteman, 2016). The main reason behind this is the change in snack flavour profiles, from sweet to savoury and from high-carb to nutrient dense high-protein snacks. This trend also

shows how sugar is being used less and less. Even when sweeteners are used, they are often combined with spices, like chilli spiked honey. Ethnic snacks, like hummus variations and mango-chilli-lime chips, are replacing meals.

Jerky sales have had double-digit increases every year in supermarkets (Whiteman, 2016). Consequently, companies like Hershey are following this trend. Hershey acquired Krave, vendor of Jeff's Famous Jerky, and sells flavours like sweet teriyaki, cranberry jalapeno, honey jalapeno bacon and buffalo chicken jerky (Whiteman, 2016).

Following the new acquired fame of vegetables, companies have also started selling plant-based snacks, like bean bars, and chick pea snacks, targeting mostly millennials. In fact, General Mills invested in Beyond Meat, which develops plant-based proteins (Whiteman, 2016).

Sour flavours are substituting sweetness in snacks. Consumers are seeking deep contrasts to richness. In fact, sour gummy bears, sour beer, and fermented condiments are trending.

Furthermore, savoury versions of yoghurts are being created. Blue Hill, for example, began producing yoghurt flavours like butternut squash and beet. In New York City, people can visit the Chobani store and choose from five different combinations of yoghurts (Whiteman, 2016).

2.3.13 The Sriracha Impact

The on-growing popularity of the Thai hot sauce is strong (Tristano, 2015). However, Technomic predicts that chefs and chain restaurant executives will keep looking for the next big hot ethnic flavour. The early reports imply that the focus will be on ghost pepper from India, sambal from Southeast Asia, gochujang from Korea, and harissa, sumac and dukka from North Africa (Tristano, 2015).

3. METHODOLOGY

3.1 Netnography

"Online communities form or manifest cultures, the learned beliefs, values and customs that serve to order, guide and direct the behavior of a particular society or group" (Kozinets, 2010).

"Netnography" is a specialized form of ethnographic research, baptized by Kozinets in 1997. It adopts the participant-observational approach and takes online interactions as its fieldwork (Kozinets, 2010).

Developed in 1995 due to the online social interactions innovations, the novelty about this approach lied in the realisation that the online space is a social and cultural world, and that scientists would only gain from understanding online interactions using a cultural frame of reference (Kozinets, 2012).

There is doubt relatively to the necessity of a new term. Hine argues that ethnographic approaches necessarily bring into question the limits between online and offline realities (Kozinets, 2010). Kozinets' method emphasises online communities and cultures too much, clearly separating both offline and online realms. The positions, values, and meanings that users bring to the offline culture derive from their experiences in the real world. So, understanding that they cannot be separated gives fire to the question of the role of the researcher's own values and beliefs in approaching and analysing the fieldwork. Such questions can be in relation to the world, the culture that is being studied, and the relationship between online and offline spaces (Kozinets, 2010).

However, it is important to mention that there is the recognition that both social worlds are different in their manifestation and so they require new and specific approaches to data collection and research engagement. Consequently, the existence of a common understanding and a set of standards for netnographic studies will provide stability, consistency, and legitimacy. Netnography was not intended as a new brand. Instead, it was created as a distinct set of procedures with the goal of providing reliability and consistency on a new field of study.

Netnography differs from other methods like focus groups, interviews, and surveys in its naturalistic, observational, as well participative, and immersive approach (Kozinets, 2012). However, to truly differentiate this process from ethnography, Kozinets identifies four important distinctions between online and face-to-face cultural and social interactions (Kozinets, 2012). Firstly, there is an alteration in the nature of both social

and cultural interaction, due to the specific character and rules of the technological medium in which it is carried. Secondly, the interaction can be conducted sustained on anonymity, which brings implications for the conduct of ethical and effective research, and data collection and analysis. Thirdly, there is a wide and comfortable accessibility to many relevant forums of social interaction. This easiness of accessibility allows an abundance of data collection. Finally, the automatic archiving of conversations and data in the online world completely transforms the collection of information and its analysis.

The differences in terms of culture, communications, and researcher interaction rendered certain aspects of ethnographic approach less relevant. Netnography allowed a fresh standard approach for working within the new cultural setting that is constantly evolving and modifying the approaches available to social scientific researchers (Kozinets, 2012).

Since there was only a small amount of methodological guidance for other researchers, the term "netnography" was coined to describe this new approach to online ethnography. Blending two distinct words, netnography was originated from Internet and ethnography, the study of cultures (Kozinets, 2012).

Netnography's field of origin is the field of consumer research. Particularly, it targeted cultural consumer researchers who were already using ethnography and interviews as a method of investigation.

Targeting this community was easy, since marketing and consumer research are specialised and small areas. However, these researchers may also have had a strong impact in the adoption of this scientific method. Andrew Bengry-Howell found that citations of netnography have mostly happened in the studies of marketing (47%), management (17%) and business (12%) (Kozinets, 2012). Treating them as related disciplines, it is possible to analyse that 76% of the overall citations in netnography are from this area (Kozinets, 2012). Nevertheless, if we separate them, 53% of the citations came from fields of outside of marketing (Kozinets, 2012). Marketing and consumer research fields come from business schools, which worked as welcoming habitats for the growth and adoption of this method and as a mechanism of diffusion to related areas in management and business.

Targeting top-tier publications in one field allowed netnography to establish itself as a credible and legitimate way of research. Initially used in the fields of consumer research

and marketing worldwide in university business and management schools, it quickly began being used in conference presentations, and those aforementioned top-tier publications, that allegedly possess the highest and most rigorous methodological standards. It became accepted as a legitimate method by scientific journals and it rapidly spread to lower-tier and specialty journals of fields of inquiry. The method seems to have reached larger fields such as sociology and economics. Although these other citations only account for 23% of netnography's citations up until 2011, the potential to grow inside these fields is substantial (Kozinets, 2012).

It was important to raise awareness of netnography and to simplify the method, so it could be adapted to target practical/industrial and geographically-divergent audiences instead of the typical academics. This effort merges and builds upon the credibility won through the academic conference presentations and journal publications.

As a consequence of this wish to target a different segment with the method, netnography was adapted into terms and practices that made its main principles clear while minimizing the confusion that may appear in academic writing and instructions. Therefore, easy five-step diagrams that show how to conduct netnography were created (Kozinets, 2012).

In addition, an extra effort to spread the word and influence of netnography to an even more general audience was made. Brandthroposophy is a blog that was established in 2007 at www.kozinets.net, and its goal was to cover topics related to technology, social media and social media marketing research, and to share ideas and notions about netnography (Kozinets, 2012). One of the most relevant postings showed the entire progression of the Kozinets Journal of Marketing Research article, which included all of the submissions, reviews, and revisions, offering readers the story of the development and progression of this netnographic method article and the practices of academic publishing (Kozinets, 2012).

Theories can be considered useful rather than true, according to Peter and Olson (Kozinets, 2012). This analysis of usefulness may be more meaningful to judge the applicability of certain ideologies and scientific ideas. Usefulness can be judged in terms of how effectively a theory allows the user to accomplish the necessary appointed tasks. Netnography is considered incredibly useful to analyse technologically mediated forums such as the web.

3.1.1 Application of Netnography

The netnographic method is an incredibly useful resource for seasoned qualitative researchers and an excellent entry point for newcomers to qualitative research (Bowler, Jr., 2010). Thus, this approach is ideal for students that ponder about doing ethnographic research on online communities.

As the Internet is growing more and more in terms of users, its utility as a highly sophisticated communications device is empowering and enabling of the creation of communities. Netnography shines as a way of analysing them. Kozinets suggests the use of specific procedures and standards, thus justifying for him the use of a new name rather than an alteration of the term "ethnography" (Bowler, Jr., 2010).

Whichever way people name it, all ethnographies of online cultures and communities broaden the customs of field and ethnographic study, as well as ethnographic cultural examination and depiction, from the observation of co-located, face-to-face interactions to technologically mediated communications in online networks and communities, and the cyberculture shared between and among them (Bowler, Jr., 2010). By doing this, the traditional notions that define a field site as a localised space are rendered obsolete. According to Kozinets, the ethnographic field research can be applied to computer-mediated interactions (Bowler, Jr., 2010). This opinion is somewhat contested by some studios, however it has become increasingly accepted.

In netnographic studies, some researchers prefer a purely observational approach, adopting the role of a specialised type of lurker (Bowler, Jr., 2010). Nonetheless, others have taken a more participative approach, fully participating as a member of the online community. The latter approach shares more similarities to the common ethnographic approach of participant observation, prolonged engagement, and deep immersion (Bowler, Jr., 2010). The focus on the researcher participation makes this approach quite different from Web usage or the analysis of the social network.

When analysing messages from online participants it is recommended to create a distinction between newbies, minglers, devotees, and insiders (Bowler, Jr., 2010). Firstly, newbies do not have strong social ties to the rest of the group and the interest in the consumption activity is brief. Secondly, minglers can have a strong social bond to

the community, but their interest in the activity is instinctive. Devotees have a small attachment to the group, but compensate with a steady strong interest in the consumption activity. Finally, insiders stand out by having both strong social ties to the group and strong interest in the central consumption activity. Considered the most important data sources for researchers, devotees and insiders shine due to their enthusiasm, involvement and sophistication in the community (Bowler, Jr., 2010).

Netnography incorporates a great variety of different research techniques and approaches that should be driven by the researcher's objective and questions (Bowler, Jr., 2010). The type of data collected should go with the quality of the question the researcher wants to answer. The methodological approach must also be appropriate to the analysis. Some of the methodology may involve surveys, journals, or focus groups.

The creator of this method believes that the necessary steps the researcher must take to conduct this kind of study are the following: thoroughly plan the research project (research planning), gain entrance to the community (entrée), collect and analyze the data (data collection and interpretation), deal with the ethical considerations (ensuring ethical standards), and finally reflect on how such a research project can/will be evaluated (research representation) (Kozinets, 2010). However, before applying these steps, it is essential to analyse two different areas before: it is necessary to understand when and how to mix ethnography with netnography; secondly, there is a need to comprehend the disparities of the online social environment, so it is possible to correctly and consistently adapt the ethnographic procedures.

Entrée consists of the formulation of the research question and the identification of the proper online community for the analysis (Bowler, Jr., 2010). Before penetrating the aforementioned community and begin the participation, one must decide what exactly is the object of study, how to conduct the study, how to represent oneself, how to ethically handle the project and how much of a disruption is going to be created in the studied cultures.

Kozinets offers some advice relatively to the guidelines for netnographic fieldwork (Bowler, Jr., 2010). The communities should have certain characteristics, in order to provide a good research. First of all, they should be relevant, and relate to the research focus and questions. The communications should be recent and regular, making them active members. They should be interactive, creating a flow of communications

between the members, which should be substantial and energetic. The participants should be different, creating a heterogeneous feel. Finally, the data provided should be detailed. Since netnography is a participant-observation type of research, the data can have three different formats: data directly collected by the researcher; data generated through the recording of certain events and interactions that happened in online communities; data sketched as field notes by the researcher (Bowler, Jr., 2010). The collection of the information entails direct copy from the computer-mediated communications of the cyber participants and observations of the society and its elements, interactions and meanings. Analysis and interpretation of the results will consist of classification, coding analysis and the contextualisation of communications. Additionally, the analysis should focus on the meaning of text for the people in the situation under study; researchers must take themselves out of the situation.

To conduct an ethical research there are certain aspects that researchers should take in account. First of all, his or her presence should be fully disclosed, as well as affiliations and intentions to the community members during the research. Secondly, confidentiality should be ensured and respected, in addition to the anonymity of participants. Finally, the researcher should look for and include feedback from the studied community. Kozinets also suggests that whether the online environment is a private or public medium should be taken into account (Bowler, Jr., 2010).

3.1.1.1 Application of Netnography in Foodservice

The changing virtual landscape of tourism and the fast growing participation of online community members with different and strong social and cultural opinions provide an opportunity to netnography. On one hand, conventional customer feedback is not sufficient, since it provides little insight into customers' experience. Due to the fact that it is a solicited and therefore unnatural process, customers may complete them rashly and out of obligation, and even misrepresent their evaluations of the experience if in proximity with the service provider (Mkono, 2012). On the other hand, there has been an expansion in terms of User Generated Content sites where consumers can voluntarily share their experiences about their restaurant experiences or even look for information (Mkono and Markwell, 2014). Researchers have now never-before-seen opportunities to better understand consumers' opinions relatively to the foodservice area. Netnography

provides a systematic approach to getting and working with that information.

Most researchers of the foodservice area adopt an observational approach when carrying out netnographic studies, which means that the research activity is not revealed to the online community, as well as not having a participation in the exchanges. This happens because participation is mostly not required, since individuals tend to post reviews regarding foodservice to enlighten others, which may or may not contribute with their own reviews. Additionally, the lurker format may also be adopted since publicly accessible sites do not require individual consent and because participants react in a characteristic online uninhibited manner, when unaware of the research (Mkono and Markwell, 2014). When analysing sensitive topics, this is particularly important. Nonetheless, a more participative approach may also have certain benefits, since it allows the researcher to probe and direct the flow and content of the online communications (Mkono and Markwell, 2014). This method requires a more ethical framework, like researcher disclosure and informed consent.

Netnography may also be used as a part of a mixed methodology, since it cannot provide exhaustive insights on any one topic (Mkono and Markwell, 2014). Other techniques may help in gaining further understanding in some topics. Despite not suggesting that netnography is not capable alone, certain research questions or goals may benefit with a certain triangulation.

Researchers who use the netnographic method rely on search engines to identify relevant communities and look for information within them (Mkono and Markwell, 2014). Google, for example, may provide quick and easy results. This makes netnography a particularly simple and fast means of collecting data. Nonetheless, results of keywords searches are strongly correlated with the ability to form appropriate combinations. Thus, this simplicity should not be overstated. Results of the analysis are strongly dependant on the accuracy and significance of the searches (Mkono and Markwell, 2014).

In addition, User Generated Content, like product reviews, is the most common form of data in netnographic tourism studies (Mkono and Markwell, 2014). The bluntness and richness of online members' first person accounts of their own experiences with products and services in the foodservice makes this form of data incredibly compelling for researchers. This type of reviews that are so fresh and free of censorship and

restrictions helps netnographers understanding the individual components of users' experiences considered important to them.

Despite the increase in the adoption of netnography among researches about tourism, this methodology is still considered underutilised. With the expansion of Web 2.0 tourism researchers are expected to increasingly use netnography as a research method (Mkono and Markwell, 2014). This is due to these new technologies mediating the creation and exchange of text in online community environments and, consequently, increasing uploads related to tourism content. Also, the publication of netnographic articles in top-ranking tourism journals hugely help with the acceptance of this methodology as a rigorous and efficacious one for a broad range of tourism research topics.

3.1.1.2 Obstacles of Netnography in Marketing Research

Even though netnography is a tool that allows simplifying research, it still has some problems. In the area of marketing, the biggest obstacle is whether information is reliable or not. Can it be known and believed what is posted and why? For example, researchers may have difficulty in understanding if consumers were paid or incentivised to post their opinions.

The area of trust is as important for netnography and is it for surveys, focus groups and interviews. It is important to bear in mind that in direct contact with people, there is always a possibility that they will deceive the method in order to make themselves look good. The advantage that the netnographic method holds above the others is the observational approach of people's naturalistic communications in context. Relatively to the consumers who may be paid by companies to promote their products, there are two points that are important to mention: the Federal Trade Commission of the United States of America released certain rules that require the disclosure of paid or compensated word-of-mouth sponsorship; netnography looks at the whole community as it is, and this community has room for every internet user, from spammers to those who are getting paid to talk about certain products and services. Thus, Kozinets defends that everyone in the online world is a "real" consumer, with a role, and it is important to analyse and understand how they all interact with each other. Sorting out different

motivations and the interactions and response patterns is also relevant in the market research study. As a marketer it is relevant to understand and analyse what consumers take as incentives, what they say, and how other consumers respond to them.

Some corporations may also intervene when consumers post negative opinions about them. Netnography works towards revealing the conversations that may have been hidden. When negativity arises, marketers and managers have to make informed choices based on cultural insights motivated by knowledge of the communities where the comments are made. Kozinets defends that corporations should not act hastily when replying to opinion givers. This view of the subject is supported by the idea that the community may not want businesses responding directly to them. Properly comprehending the costumers' norms and values will give managers the respect necessary to build lasting relationships, which should last longer than individual responses to individual postings. If understood and correctly used, netnography is a strong tool to build bridges and open doors between companies and online communities.

3.2 Conduction of the Research for this Study

For this project, an automated search was performed, finding this method the best search strategy. The goal was to collect information on foodservice tendencies and the impact of lifestyle changes and social media. It was important to identify the main trends, document them and understand the reasons behind them. In the context of the previously presented literature review, the main search terms were "food", "foodservice", and "trends". This does not mean that other terms might have been used, accordingly to the material found. Additionally, there was premeditated choice to only include articles that referenced the years 2015 and 2016. These terms and conditions were used to due to their relation with the topic studied and because they would reduce the possibility of missing relevant information to the study. Furthermore, the selection process for the information used included certain steps, such as:

- 1) A broad screen of the titles of the articles presented from the search and the extraction of those who were irrelevant to this study;
- 2) An analysis of the websites or blogs of such articles accordingly to relevancy with the theme of this project;

3) An analysis of the information of the articles that passed the previous stages and the selection of the most appropriate and relevant ones to the research topic, supported by a netnographic research.

3.2.1 Timeframe Chosen and Reasoning Behind It

The goal of this research was to be the most contemporary possible relatively to tendencies on the foodservice area and to focus on the years when this study occurred. This preference was due to certain aspects, like the implementation of the social media in this area and the renovations that it brought to the service during this timeframe, and the changes of mindset that consumers experienced. Consequently, only information that referred to the years of 2015 and 2016 were selected.

3.2.2 Auxiliary Procedures

During search, the some other terms were used accordingly to the articles found, in order to understand better some points or to go in-depth. For example, there was an analysis on some of the restaurants referenced in the literature review, in order to explore opinions of the consumers and the restaurant activity.

In addition, some articles that fulfilled the selection criteria were examined to identify other pieces within the review period that were relevant to the study.

3.2.3 Selection Criteria

The information found on foodservice trends from the screening process was based on the selection criteria found below:

1) Timeframe: as justified and aforementioned, the time period for the investigation of the existing literature was 2015 to 2016. This means that the articles chosen were referring to these years, although they might have been written before. This was due to identify and document all the recent literature about the main theme.

2) Study Topic and Website Credibility: it was decided to only include articles, in English or Portuguese, which met the goal of this study. Additionally, there was an

analysis of the credibility of the website according to the topic. Thus, articles that lacked relevancy for this project or websites that were not significant in terms of foodservice were excluded.

3) Netnography: in order to justify the trends, a netnographic analysis was performed. The comment section of blogs and opinion forums focused on the topic were screened. This was crucial in deciding the trends analysed, since it allowed a better comprehension of the consumers' preferences.

3.2.3.1 Netnographic Analysis

As it was previously referred, to create a netnographic analysis it is necessary to follow certain steps. This thesis followed these different stages, in order to justify its findings:

1) Research Planning: in order to fully answer the research questions, it was planned to analyse public forums that delve into the subjects studied. Therefore, restaurant opinion websites, public blogs and app websites were taken into consideration to understand the consumers' needs and wants. It is important to understand that, as it is advised in the previous section about the methodology and foodservice, it was decided to take an observational approach.

2) Entrée: as it was originally planned, websites specialised in restaurant opinions (i.e. Zomato and Yelp), public blogs and app websites (i.e. Google Play and iTunes) were screened, in order to find consumers' opinions on the found foodservice trends. No participation with the online members was taken, in order to not disrupt them. It was believed that a direct participation could change the natural flow of conversation.

3) Data Collection and Interpretation: a netnographic table (Annex 1) was created in order to hold the most relevant opinions found. Then, analysing the consumers' perspective, those opinions were interpreted and related to the foodservice trends of the years 2015 and 2016 and to the consumption motivations that members had when partaking in their activities.

4) Ensuring Ethical Standards: there was a serious concern in not disrespecting the privacy of online members. All information used is public and referenced.

5) Research Representation: the found netnography, after properly interpreted, was compared to the finds relatively to foodservice trends in the data analysis section of this thesis.

4. DATA ANALYSIS

For this section of this research project, there will be an analysis conducted on the foodservice trends found for the years of 2015 and 2016 and the consumption motivations behind them. Divided in two sub-sections, these topics will be compared to the netnographic research conducted for this specific study (Annex 1).

4.1 Foodservice Trends and Netnographic Analysis

During the research process as it can be read in the literature review, 30 different tendencies were found for the timeframe analysed. Additionally, 32 different opinions were examined and decided relevant for this present study (Annex 1). Both opinions and trends were compared in the table created. In this section, the main trends will be analysed.

What has been found is that most of the consumers have a big concern with health in various ways, confirming the tendencies that related to this.

Dietary concerns have made restaurants change their policy of a full plate, incentivising smaller quantities of food. As this combats obesity, it also allows the tasting of different foods during an entire meal. Consumers have been jumping on this trend, finding it incredibly positive. The Dishelin Guide gushes about Amanda Cohen's ability to do this in her restaurant Dirt Candy.

"[...] The menu itself is divided into snacks / sides and “vegetables.” Think of the “vegetables” as big tapas that you’ll probably want two of per person, along with a snack. [...]" (The Dishelin Guide, 2016)

It is also noteworthy that this trend also affects restaurant space. The cantina disposition that was used before is now being substituted by smaller spaces, in order to decrease costs.

"[...] It's a little small and seating is limited. No worries though, the location is close to Bryant Park so you could always eat outdoors. It does get crowded and busy during peak hours so watch out for that. I've even heard that the line goes out the door sometimes. [...]" (Yelp, 2016b)

Consumers strongly appreciate restaurant and food markets with custom dining options for health. As it was aforementioned, entrepreneurs claim that the best way to make restaurants work for customers is to display pick-and-choose options, in order to stay current as nutrition buzzwords come and go (Taylor, 2014a).

"Great Whole Foods locale and the choices for eating in store are rather enormous....a good thing. [...]Salad bar is also a good choice with tray after tray of healthy adds for a great for you meal. Went twice in two days and will stop in again soon for a quick, delish meal." - Pierre Le Beach (Zomato, 2016b)

Not only the reasons may be about weight concerns, but also specific diets, due to health issues, like intolerance towards certain aliments or allergies. One anonymous online member refers this in its Zomato review on a yoghurt cafe.

"[...] The cafe is a serious healthy hipster's dream with loads of yoghurt based sweet and savoury dishes on the menu. I opted for the least yoghurt- based item - the smoked salmon sandwich which was seriously delicious. [...]" (Zomato, 2016c)

This preoccupation with health is affecting not only the older generations, but also the **Generation Z**. This generation has been confronted with more flavours at a younger age than any other before them (conagrafoods, 2015). Their mantra is simplicity and health.

" I bought this for my daughter. She follows someone on you tube that has a raw food channel and she has tried encouraging me to use it too. [...]" - Zen_Sunrise on Spiralizers (Amazon.co.uk, 2016a)

As one can analyse from this is that there is an obvious "healthification" of the consumer needs that is affecting restaurants. They have been adapting to the requests and buyers are happy about it. Restaurants are consequently trying to reduce the usage of ingredients that are heavily loaded with carbs or hurt the environment and substituting them with vegetables. Consequently, pasta is becoming less and less consumed, for example, and vegetables are stepping up as the main component, putting meat completely aside.

"The vegetables are exquisitely prepared into dishes that are popping with taste. Very cool restaurant with attentive service. We sat at the bar and had various dishes, including the jalapeño hush puppies, cauliflower, radish pasta, and the broccoli hot dogs. All tasty you wouldn't know it was all vegetarian. [...]" - TheDude1974 (Zomato, 2016a)

This new health-concerned lifestyle has brought a great number of new trends, like Acai Bowls or the rise of Poke, which can be seen to be incredibly appreciated by consumers in the Netnographic Table (Annex 1). However, it is not only affecting restaurant but also foodservice distributors. The snack industry is rising and adapting to constantly moving society that requests healthy food.

"This is phenomenal stuff. The price is high, but I will keep buying this anyway, because:

- *The meat is minimally processed and doesn't have nitrites*
 - *It is delicious and filling*
 - *It's a protein snack that keeps you satiated longer than other snacks*
- I will say that I can't taste any cherry flavor. It's a slightly sweet taste with the mildest spice. Yummmmm!!" (Amazon.com, 2016c)*

This quest for health also affected social media and technology. In fact, there has been a rise of nutritional analysis with apps. People have been downloading mobile applications, in order to understand what they are eating, both at home and in restaurants.

"One of the best apps if you are gluten free. I have a daughter that requires a gluten free diet. Works great ! Has common items in database . [...] You pick your preferences. Easy to use. I would give app a try and if you don't like there is always uninstall." - Alissa Saucedo (Play.google.com, 2016a)

Although consumers are looking for better eating habits, this does not mean that they are not looking for **flavourful food**. In fact, both requests mix constantly. Firstly, the impact that Sriracha had on the foodservice, the rise of bitter flavours and the quest for

aromatic heat are wildly noticeable. Consumers have been trying numerous spices, such as turmeric, due to their health benefits and to the intriguing flavours.

"This is an unexpected surprise! I got this for the health benefits, but I didn't really expect it to taste good! I learned that: Turmeric is a spice that comes from the turmeric plant. It is commonly used in Asian food. You probably know turmeric as the main spice in curry. It has a warm, bitter taste and is frequently used to flavor or color curry powders, mustards, butters, and cheeses. [...]" - MVO, (Amazon.com, 2016b)

Relatively to flavours, the biggest trend is the Asian influence. Consumers are wildly looking different traditional cuisines that were modernised to include Asian ingredients or spices from common dishes. One specific review, referred to a French cuisine restaurant, with Japanese influences.

"Don't be alarmed by the French-Japanese fusion (I'm usually a Japanese food purist) [...] The foodies in the world are clearly mad slow on the uptake. This place is a gem. Tranquil, quiet, and bright ambiance. Lovely Japanese service. Elegantly plated and spot-on executed food. [...] Recommendations: uni consomme gelee, lobster linguine, foie gras croquettes, kamo-duck, anago rice. [...]" (Yelp, 2016a)

The pursuit of flavours does not rely only on restaurant food. Consumers are willing to try new things, like smoked foods and craft foods, at their own home as well.

"When I bought these, I really didn't expect I would be able to tell any difference from regular Hunt's diced tomatoes. [...] As far as the flavor difference, well I am happy to report that I was wrong! [...] I cannot wait to make my next batch of homemade spaghetti sauce as soon as I get some more of these!!" - PennyPincher on Hunt's Fire Roasted Tomatoes (Amazon.com, 2016d)

Delving into the subject of social media, the various platforms have strongly affected the foodservice market. In fact restaurants and retailers had to adapt to Web 2.0 in various ways.

Firstly, they had to be quick in responding to the customers. In fact, there has been a growth of online grocery shopping with same-day delivery. Blue Apron is an app that

shares recipes and delivers the right amount of ingredients to accomplish said recipes, in accordance to customers' needs.

"I love the food, the meal options and the fact that I can swap recipes. Everything was fresh and perfectly portioned. Growing up there were 5 in my family and it's SO HARD to scale it back and just cook for 2 people now. [...] there's no way I could pick up 3 full meals from the grocery store for only \$60. [...]" - Sparkle_lite on Blue Apron (App Store, 2016)

Secondly, restaurants have been improving their food design to satisfy the needs of social media platforms, like Instagram, since it represents free, but difficult to control, marketing. Consumers publish their meal photos, and restaurants took responsibility in fighting lightning problems or bad filtering.

"Amazing food. Loved the detail they have on each plate. It's all an art and the flavors is like no other. [...] I've had dirt candy on my bookmark for a while and it was such a treat trying their food. I highly recommend it to people who really enjoy the experience dining and good food." - Xtine (Zomato, 2016a)

Additionally, restaurants have been providing new technologic marketing strategies to engage the new generations. Some of the strategies being used are louder music in restaurants, moving visuals, heightened experiences and high-tech service. However, as the following review suggests, simpler measures may also be taken into account.

"With vegetarian and vegan spots like By Chloe and Superiority Burger all the rage these days, vegetables seem to be having their moment [...] Despite a Michelin Star and very positive reviews from Eater and the New York Times it took me almost a year to find someone willing to shell out that kind of cash for a "bunch of plants" at Semilla. Finally I was able to get vegetarian blogger LetsNomNom to agree. [...] The menu changes daily so you won't be getting what we got. You actually won't know exactly what you got until after the meal when they email you the meal. [...]" (The Dishelin Guide, 2015)

However, the foodservice market had to change other components. In order, to accommodate this socially responsible society, restaurants had to take **social**

responsibility and accountability for their procedures. One measure that is being taken by some restaurants is the no-tipping policy. Restaurants are increasing their prices, in order to increase staff wages.

"[...] Very cool restaurant with attentive service. [...] This restaurant had a no tipping policy, but they do add 20% for an administrative fee. [...]" - TheDude1974 (Zomato, 2016a)

Finally, the traditional foodservice market has been suffering a remodelling. Inclusively, retailers are stepping into the foodservice. This represents a way of satisfying the needs of a generation that is constantly moving and of bringing customers into other areas of consumption, while satisfying their need to eat.

"Great Whole Foods locale and the choices for eating in store are rather enormous....a good thing. [...] Staff is friendly and efficient. Food is good and reasonable.[...] Went twice in two days and will stop in again soon for a quick, delish meal." - Pierre Le Beach (Zomato, 2016b)

4.2 Consumption, Consumerism and Anti-Consumption and Netnographic Analysis

Since this thesis debates about the consumers' preferences relatively to the foodservice market, it was relevant to analyse the consumption, consumerism and anti-consumption theories. As it happened in the previous section, these theories and motivations were related to the opinions of consumers in the Netnographic Table (Annex 1).

If the previous section can be taken as a reference, health and environmental sustainability were major motivations for the consumers. Thus, out of the 32 opinions collected, 8 fell into the category of **Green Consumers** and Ethical Motivations. As it was afore explained, Green Consumers refuse to acquire products that are environmentally undesirable. There is a true quest to buy healthy food that is friendly towards the environment.

"[...] We value organic products, so this was a great choice--buying in bulk is the way

to go to get organic, healthy options at a reduced cost and with reduced environmental packaging waste!" - M. Harris (Amazon.com, 2016b)

In spite of this motivation, 8 out of 32 consumers still choose their consumption habits in accordance to their **Personal Motivations**. They decide on what they buy based on instant personal benefit they may achieve through alternative consumption experiences.

"Sure it can have a lot of calories. Or it could have 300 like the bowl I had today. It's mostly all fruit. I'd rather have calories and sugar from fruit than from a doughnut" - Jade Keys, on Acai Bowls (Thomson, 2014)

However, **Alternative Consumption** was also an interesting motivation to analyse. In this review of the app Blue Apron, this online participant analyses her preference of cooking and reducing food waste instead of going out to a restaurant.

"For a busy working family this program reduces eating out and eating better. We save of food and waste. [...] the benefit of Blue Apron is that we know we have go-to meals that are ready in about 30 minutes [...]" - abamom on Blue Apron (App Store, 2016)

Easily related in this day and age, due to the rise of the Hipster movement, were the **Identificatory Motivations** and the **Hip Consumerism**. The latter refers to the consumers who choose to go against typical trends and consumption motivation, in order to rebel against them, and seek the new and best tendency.

"It seems like a hot new vegetarian / vegan restaurant is opening every couple weeks in New York. But Dirt Candy is the original gangster of the gourmet greens movement and still the one to beat. [...]" (The Dishelin Guide, 2016)

Identificatory Motivations, however, happen when consumers adapt their behaviours to identify with their beliefs and of their peers. The search for vegan food and the necessity to identify oneself as vegan is an example of such motivations.

"I bought this for my daughter. She follows someone on you tube that has a raw food channel and she has tried encouraging me to use it too.[...]"- Zen_Sunrise on Spiralisers (Amazon.co.uk, 2016a)

Finally, **Consumerism** was also a relevant motivation. Consumerism is a set of beliefs and values that secure happiness through consumption, possessions, and materialism (Loureiro, Pires and Cayola, 2014).

"Great Whole Foods locale and the choices for eating in store are rather enormous....a good thing.[...] Went twice in two days and will stop in again soon for a quick, delish meal." - Pierre Le Beach (Zomato, 2016b)

5. RESEARCH CONCLUSIONS

5.1 What are the main tendencies on the foodservice for the years of 2015 and 2016 and what impact had the lifestyle changes and the rise of social media?

This thesis is an attempt to understand what the main tendencies in the foodservice market are. Additionally, the impact that variable, like lifestyle changes and rise of social media, had in those tendencies was analysed to better understand the reasoning behind them. Thus, four main categories were arranged, based on literature review and the netnographic analysis.

5.1.1 Health

The concern about health was palpable in these years. The fight against obesity, the new diet plans, based on allergies and intolerance to certain foods, the combat against food with unnatural components, and the will to have healthier lifestyles were the main concerns of consumers.

This gave strength to the vegan movement, with restaurants using vegetables as their main ingredient. While substituting meat, they also replaced pasta, heavily decreasing its consumption.

Restaurants also began reducing their food portions, in order to combat obesity, providing custom dining options for health, and taking the origin of their ingredients more into account, to respect customers' concerns with GMO's, for example.

Additionally, retailers began creating health-concerned snacks to satisfy consumers who have stressful lives, but still want to dive into a healthy alimentation.

Finally, this concern is so big that companies even began developing mobile apps that provide nutritional analysis of food and meals.

5.1.2 Social Media and Generation Z

Social Media has stepped into this market and is now a force to be reckoned with. Restaurants and food retailers had to jump on board of this trend and adapt to the obstacles and opportunities it provided.

Firstly, there was the need to adapt food design to combat the backlash that restaurants may get from bad photos that are posted in social media platforms, like Instagram and Facebook. As it was aforementioned, even Martha Stewart was criticised on Twitter, due to bad pictures of her recipes.

Secondly, restaurants began adapting their marketing strategies in order to target younger generations. Louder music, the bigger presence on social media and digital strategies have been seen throughout the industry. One specific example provided by one customer was the providing of the menu after the meal, by e-mail.

Thirdly, retailers had to respond to customers demands quickly. In fact, consumers have now access to online grocery shopping with same-day delivery.

Finally, Generation Z's attitude towards food is and will continue shaping the industry. They demand health and simplicity for their meals, putting aside the microwave-prepared food. The usage of Spiralizers, craft foods, and the informational mobile apps with recipe-sharing and nutritional analysis are examples of what the market may analyse.

5.1.3 Asian Influence and Strong Flavours

The foodservice market has been suffering a strong impact of Asian food. There has been modernization of traditional cuisine, like the French cuisine, adapting the typical meals and adding Asian ingredients or flavours. There is an on-growing growth of this type of cuisine.

Additionally, consumers have changed their preferences of spices, preferring heat with flavour. Instead of just spicy, they are requesting the usage of aromas and flavours to provide a better experience for the palate. This evidences the impact that Sriracha had in these years.

Finally, bitter and smoked flavours are also in vogue. Restaurants and retailers are providing meals and ingredients with the traditional smoked flavour, where it was least expected.

5.1.4 Social Responsibility and Sustainability

Finally, this last major trend is due to the Social Responsibility and Environmental Sustainability that both consumers and retailers are diving into.

Mostly because of health concerns, but a great number of food consumers are decreasing their consumption of meat due to the negative effects it has on the environment and on the animals. Additionally, they are more attentive to organic and to brands and companies who are eco-responsible.

As a reply to this, restaurants have been using local and fresh foods that are rid of GMO's and artificial flavours and colours, increasing their vegan menus, and using smaller spaces of business, in order to use less energy and to pollute less.

However, restaurants also take into account their responsibility with society. Thus measures have been taken to support their peers. One great example is the adoption of no-tipping policies in restaurants and the increase of the minimum wage.

5.2 What were the Consumption Motivations for Consumers in these years?

As it was explained in the Data Analysis section, the main consumer motivations in the foodservice market in 2015 and 2016 were: Green and Ethical, Personal, Alternative, Hip Consumerism, Identificatory, and Consumerism.

Consumers have increased their concern with their own health and with the environment. Thus a lot of their decisions were based on eco-friendly consumption. There was a rise of vegetable usage, the support of environmental friendly brands, and the adoption of consumption habits that increased their health.

However, a great number of people still had personal motivations. Their consumption habits were based on personal preferences and instant satisfaction. Along with this were the alternative motivations. Consumers would also adapt their habits in preference of certain products against others, like cooking at home instead of going out for dinner.

Another kind of motivation was the Hip Consumerism, that shown that consumers would go against typical trends almost as defiance against standards. This led to the rise of vegan restaurants, for example. Identificatory motivations of consumers who wanted to go in accordance to their own beliefs and of their peers were strong.

Finally, consumers who would just look for happiness through consumption were not out of place. There are still a number of people who just want to buy food and go to restaurants just because it makes them feel satisfied and pleased.

6. MARKETING AND MANAGEMENT IMPLICATIONS

This thesis project and its literature review and data analysis provide useful findings for the foodservice market and to the marketing and management of restaurant businesses.

First and foremost, it provides an extensive description of the 30 main tendencies in the foodservice. Then, with the support of a netnographic research, businesses will be able to analyse four main generalised trends, and the reasons behind them.

Secondly, following the theories of Consumption, Consumerism and Anti-consumption, allied with the netnographic research of consumers' opinions, the foodservice market will be able to analyse the main motivations behind the food consumption habits of the population.

This will provide an opportunity for marketers and managers to adjust their businesses to the trends and to the consumers' wills.

7. RESEARCH CONTRIBUTIONS, RECOMMENDATIONS AND LIMITATIONS

This research and the analysis conducted contributed to the development of the knowledge of the foodservice trends for 2015 and 2016, the impact that lifestyle and social media had, and the main motivations for the consumption habits. The following are the main contributions of this thesis:

1) The literature review presented a description of the 30 tendencies in the foodservice market for 2015 and then 2016. This could be used to analyse the trends in these years and in the future to compare with the trends to come. It could be interesting to analyse if any had their origin in the aforementioned movements.

2) The netnographic research and the consumption motivation theories allowed a better understanding of the consumers' views of the trends. Consequently, reasoning behind them, motivations, and an understanding of the main generalised trends was possible.

Despite of this, the dissertation suffered from certain limitations and consequently some recommendations are advised:

1) A participative approach may have been helpful, in order to look for specific information. This would allow a better understanding of certain motivations that may have not been clear or wrongly judged. It would be appealing to take this approach, while taking certain measures to not control online members' opinions.

2) This thesis was mainly consumer-focused. An analysis of the business side could have been helpful and interesting to analyse what brought the market to adapt certain trends. Thus, it is recommended that future studies conduct interviews on business owners.

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9. ANNEXES

9.1 Annex 1 - Netnographic Table - Comparison between online consumer reviews and Tendencies and Consumption Motivation

DATE	COMMENT	TREND	CONSUMPTION MOTIVATION	SOCIAL MEDIA
05/05/2012	<p>"I bought this as an addition to my Raw Food set up and am pleased with it. It took me a little while to find it as I was searching using its common name of Spirooli but eventually realized this was the same product. I had asked about it on a raw food website & I got one reply saying that this wasn't good & recommending I bought the Benriner Cooks Help version which is a hell of a lot more expensive on here although possibly cheaper elsewhere. I decided I would give this one a go first as I didn't want to pay £80 for something I didn't know if I would use a lot. I have seen other reviews about it being flimsy and moving about etc. My experience is that if you use the feet suckers (which I admit I didnt even notice until I'd already used it a couple of times!)it can still slide over but not so much to cause any major inconvenience or to prevent the job getting done. It is brilliant for courgettes & softer veg, I also found it handled sweet potato okay although I got more little cuts & less 'tagliatelle' than I would have liked, but that could have be my technique! I'd have like to use butternut squash but found that it struggled with the shape of the veg, again that may improve with practice.</p> <p>Overall I would be happy to recommend the product, if you are going raw but aren't sure or don't want to spend a fortune then this will give you raw 'pastas' at a reasonable cost. It would also be a great tool for making various vegetables look more attractive for kids. The possible downsides are that you can not adjust the thickness of the strands as you can with some more expensive models & I've heard it may be the case that those models would get more out of the veg but this is a very reasonable product at a reasonable price. If you find you don't end up using it</p>	<ul style="list-style-type: none"> - In-House Usage of Craft Foods; - Pasta as an Endangered Species. 	- Green Consumption	Amazon

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	<p>much you haven't spent a fortune, whereas the £80 mark is a lot to shell out if you aren't sure. I may upgrade in the future after doing more research into the other models available but for now I am really happy & enjoying delicious raw courgette spaghetti!"</p> <p>- (Amazon.co.uk, 2016a)</p>			
08/01/2014	<p>"My bf and I put turmeric in everything, from ground beef to burgers to scrambled eggs. It's super tasty and very healthy (anti-inflammatory). We value organic products, so this was a great choice--buying in bulk is the way to go to get organic, healthy options at a reduced cost and with reduced environmental packaging waste!" - M. Harris (Amazon.com, 2016b)</p>	<ul style="list-style-type: none"> - Asia Ascendant; - In-House Usage of Craft Foods; - "Healthification" of Fast and Fast-Casual Food; -The Sriracha Effect. 	- Green Consumption	Amazon
17/08/2014	<p>"This is phenomenal stuff. The price is high, but I will keep buying this anyway, because:</p> <ul style="list-style-type: none"> - The meat is minimally processed and doesn't have nitrites - It is delicious and filling - It's a protein snack that keeps you satiated longer than other snacks <p>I will say that I can't taste any cherry flavor. It's a slightly sweet taste with the mildest spice. Yummmmm!!" (Amazon.com, 2016c)</p>	<ul style="list-style-type: none"> - "Healthification" of Fast and Fast-Casual Food; - The Impact of Snacks. 	- Green Consumption	Amazon
29/10/2014	<p>"Until I tried these in my quickie salsa recipe, I thought all canned tomatoes tasted the same. A little info about how I use canned tomatoes. First off, I mostly use them to make freezable batches of spaghetti sauce. It's an all day saga of chopping, sauteing, simmering and seasoning which ends with</p>	<ul style="list-style-type: none"> - Online Grocery Shopping with Same-Day Delivery; 	- Personal Motivation (Anti-consumption)	Amazon

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	<p>16 cups of homemade marinara in my trusty old chest freezer, ready to top pasta, chicken and pizzas for my family.</p> <p>I keep a few cans of tomatoes on hand to make chili, chicken masala and homemade tomato soup, but I really can't taste the difference between brands because each of these recipes has so many spices and ingredients that the tomatoes are just one small note in the flavor symphony.</p> <p>But in a salsa roja, even with the addition of garlic, lime and onions (plus all the other spices that make up this tasty mexican sauce) the quality of the tomatoes is important.</p> <p>In fact, I couldn't believe how much better it tasted. I'm not a huge chip dip fan, but went back for thirds and the salsa tasted even better the next day. I've now used these fire roasted tomatoes in so many recipes and generally experience a great flavor boost. I didn't like them in tomato cream soup or Vodka pasta sauce, they are a little more on the savory side than sweet than the regular canned tomatoes, if that makes sense.</p> <p>So they haven't completely replaced my tomatoes, but they now make up half of my stock." - Jennifer L. Rinehart (Amazon.com, 2016d)</p>	<ul style="list-style-type: none"> - Demand for Smoked Foods; - In-House Usage of Craft Foods. 		
10/02/2015	<p>"I bought this for my daughter. She follows someone on you tube that has a raw food channel and she has tried encouraging me to use it too. We have made spaghetti zucchini "courgettes" with a lovely curry sauce, added spaghetti zucchini to soup and have used this more than I thought we ever would. I was sceptical to start with and wondered if it would be yet another silly purchase that would land up in the garage. I am glad I persevered with it because at first it seemed a bit daunting. Amazing, I can't believe I didn't get around to buying one of these before. It is great. It is cleverly designed and easy to wash. I have only washed it by hand and not used the dishwasher but it is really easy to clean by just running warm water over the individual pieces</p>	<ul style="list-style-type: none"> - Asia Ascendant; - Generation's Z Attitude Towards Food; - Pasta as an Endangered Species; - Vegetables as the Main Ingredient; 	<ul style="list-style-type: none"> - Identificatory Motivations (Anti-consumption) 	Amazon

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	<p>that come apart. Word of warning though just be careful of the blades as they are super duper sharp. I have only cut courgettes and red cabbage. It was slightly tricky to get the hang of it but I soon caught on. The courgettes landed up in long strips of pasta thickness strips and when I was finished with the courgette I was left with a small round piece from the place I pushed the courgette into to hold it in place to "Spiralize" It did fall off twice and I had to reattach it but I think with more use it will stay on better. The machine seems like it is not that tough but it is. There are two extra chopping blades in different designs/thickness and they fit neatly into the tray and come out easily. It is easy to replace the blade you require by just popping it up and it comes out easily. I am not sure if any other vegetables are suitable for this machine but I think potatoes, carrots and courgettes are perfect." - Zen_Sunrise (Amazon.co.uk, 2016a)</p>	- Modernization of Traditional Cuisine.		
03/05/2015	<p>"A small, 18-seater chef's counter surrounded by bar stools with a view of the kitchen. The concept is pretty fantastic too. It's vegetable forward, so all the dishes focus on vegetarian food and only use meat as a garnish or accent. But of course you can choose to eat an entirely vegetarian menu as well. The 10-course tasting menu changes seasonally. During my visit, which I've covered in more detail on my blog, I had sunchoke chawanmushi that was just amazing, as well as a very unique cabbage 'sandwich'. The desserts were also great, including fermented oat porridge with beets and brown butter that was satisfying and not overly sweet. They also have some of the best sourdough bread I've ever eaten, so it's worth going just for that!" - VeggieBuzz (Zomato, 2015)</p>	<p>- Smaller Everything;</p> <p>- Vegetables as the Main Ingredient.</p>	- Green Consumption	Zomato
25/05/2015	<p>"Great Whole Foods locale and the choices for eating in store are rather enormous....a good thing. Reminds me of a place in another country. The Asian counter with sit down area and noodle bowls along</p>	<p>- Asia Ascendant;</p> <p>- Remodeling of the</p>	- Consumerism	Zomato

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	with other items is very inviting. Staff is friendly and efficient. Food is good and reasonable. Thai Shrimp bowl and Chicken Fun are both very good, satisfying dishes. Salad bar is also a good choice with tray after tray of healthy adds for a great for you meal. Went twice in two days and will stop in again soon for a quick, delish meal." - Pierre Le Beach (Zomato, 2016b)	Traditional Foodservice Market; - Custom Dining Options for Health; - Retailers Step Into Food Service.		
11/06/2015	" Thx to my hipster niece for calling me out onto this. Had it with Oatmeal." - Ricky Mercado, on Acai Bowls (Thomson, 2014)	- Generation's Z Attitude Towards Food; - The Rise of Acai Bowls.	- Identificatory Motivations (Anti-consumption)	Online Newspaper
14/07/2015	"When I bought these, I really didn't expect I would be able to tell any difference from regular Hunt's diced tomatoes. Don't get me wrong, I love Hunt's canned tomato products. I find them to be more flavorful than using fresh tomatoes from the supermarket, and as a bonus they are far less labor intensive. As far as the flavor difference, well I am happy to report that I was wrong! I used these when making my cabbage roll casserole the other a night, and that one change made the best cabbage rolls we have EVER tasted. I cannot wait to make my next batch of homemade spaghetti sauce as soon as I get some more of these!!" - PennyPincher (Amazon.com, 2016d)	- Online Grocery Shopping with Same-Day Delivery; - Demand For Smoked Foods; - In-House Usage of Craft Foods.	- Personal Motivations (Anti-consumption)	Amazon
11/08/2015	"Feels a bit early to be reviewing this but here are my first impressions having used it on a number of vegetables, and will update this review if necessary. Having borrowed a friend's Vegan Atilla Hildmann spiralizer (similar style but costs more) I was impressed and decided to buy a spirazler.	- Pasta as an Endangered Species; - Vegetables as the Main	- Green Consumption	Amazon

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	<p>I bought this one by Spiralz as it is cheaper and because of the many good reviews here on Amazon. I'm very pleased as this Spiralizer seems robust and stable and doesn't feel flimsy at all, plus it is supported by a 2 year guarantee. The blades are nice and sharp and besides courgettes it worked very easily on butternut squash, carrots, and peppers producing nice even cuts with no real effort. The vegetables/fruit are firmly held in place by the spikes on the pusher such that I even managed to slice some hollow items using the slicing blade (peppers and the hollow end of a butternut squash). I experimented with the blades and different veg and soon established what worked well and what didn't. It produces nice even noodles or slices to make interesting meals. For extra inspiration, other than just making noodles from courgettes, I bought the "Inspiralized" recipe book which has opened my eyes to new possibilities including how to make rice from spiralized vegetables - something I must try. One small downside for me was that the finest blade of this spiralizer does not produce as fine a noodle as is possible with the Vegan Spiralizer and it also leaves a thicker unspiralized core of vegetable behind. That said the thicker courgette noodles, sauteed, I actually preferred to the thinner ones I made with the other model, and the cores need not be wasted.</p> <p>The suction feet secure very firmly to my kitchen worktop, even though the worktop has a slightly grainy texture, which is a plus as I imagine it would be hard to use if it moved about. The plastic body is very easy to clean as there aren't really any difficult to reach nooks and crannies. I used a brush to clean the blades as they are extremely sharp. Take care when carrying the spiralizer about... The "pusher" section does not have a stopper to prevent it sliding right out and falling to the floor, which happened the second time I lifted it - luckily no breakage.</p> <p>Also this spiraizer is designed such that one blade is stored in the upright cutting position with blade exposed. It's a shame they didn't produce a cover for the exposed blade when in storage and for this reason</p>	Ingredient.		
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	I'm going to store the spiralizer either in it's box or else find a separate container for the blades." - Caz (Amazon.co.uk, 2016a)			
XX/12/2015	<p>"The vegetables are exquisitely prepared into dishes that are popping with taste. Very cool restaurant with attentive service. We sat at the bar and had various dishes, including the jalapeño hush puppies, cauliflower, radish pasta, and the broccoli hot dogs. All tasty you wouldn't know it was all vegetarian. This restaurant had a no tipping policy, but they do add 20% for an administrative fee. The downside is the entrees are sized about the same as a typical appetizer, so you will spend a lot to walk away full."</p> <p>- TheDude1974 (Zomato, 2016a)</p>	<ul style="list-style-type: none"> - Importance of Food Design for Social Media; - Smaller Everything; - Social Responsibility and Accountability ; - Pasta as an Endangered Species; - Vegetables as the Main Ingredient; - The Movement Against Tipping. 	- Personal Motivations (Anti-consumption)	Zomato
07/12/2015	<p>"With vegetarian and vegan spots like By Chloe and Superiority Burger all the rage these days, vegetables seem to be having their moment. But when it comes to dropping \$85 for a tasting menu, apparently people still expect a little flesh in their meal. Despite a Michelin Star and very positive reviews from <i>Eater</i> and the <i>New York Times</i> it took me almost a year to find someone willing to shell out that kind of cash for a "bunch of plants" at Semilla. Finally I was able to get vegetarian blogger LetsNomNom to agree. I'm glad she did, because this is one of the best meals I had this year.</p>	<ul style="list-style-type: none"> - Smaller Everything; - Remodeling of the Traditional Foodservice Market; - Engagement of Generation 	- Hip Consumerism	Blog

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	<p>And I didn't for a second miss the meat (although there actually is some!).</p> <p>The layout is the now popular for tasting rooms "minimalist communal horseshoe." I'm gussing it's because this setup is a win-win for diner and restaurateur alike. For the diner, anticipation builds as basically the only things to look at are the kitchen and the food being served to everyone else. You just dropped half your paycheck on the meal so why not focus all your attention it? For the restaurants, they can pack in more diners than individual tables allow all while feeding them the line of bullshit above.</p> <p>The menu changes daily so you won't be getting what we got. You actually won't know exactly what you got until after the meal when they email you the meal. But fortunately it seems like a few items hang around. This includes some things that come from Cowbella farms which whipped up the best butter I've had and served as the basis for some serious ice cream. So don't worry, "vegetable-forward" doesn't mean you're eating 10 courses of salad. In fact Semilla is a reminder that you can do as much with vegetables as a great piece of meat. Which makes you wonder why we had to be so bad at making them when you were a kid." (The Dishelin Guide, 2015)</p>	<p>Z and the Technology Changes in the Hospitality Industry;</p> <ul style="list-style-type: none"> - Generation's Z Attitude Towards Food; - Vegetables as the Main Ingredient. 		
XX/01/2016	<p>"This is such a brilliant idea for a cafe - I wish I could tolerate yoghurt!!! The cafe is a serious healthy hipster's dream with loads of yoghurt based sweet and savoury dishes on the menu. I opted for the least yoghurt- based item - the smoked salmon sandwich which was seriously delicious. They should definitely open these up in Sydney!" (Zomato, 2016c)</p>	<ul style="list-style-type: none"> - Remodeling of the Traditional Foodservice Market; -Custom Dining Options for Health; - Demand for Smoked 	<ul style="list-style-type: none"> - Green Consumption 	Zomato

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		<p>Foods;</p> <ul style="list-style-type: none"> - Generation's Z Attitude Towards Food; - The Impact of Snacks. 		
09/02/2016	"Sure it can have a lot of calories. Or it could have 300 like the bowl I had today. It's mostly all fruit. I'd rather have calories and sugar from fruit than from a doughnut" - Jade Keys, on Acai Bowls (Thomson, 2014)	<ul style="list-style-type: none"> - Generation's Z Attitude Towards Food; - The Rise of Acai Bowls. 	<ul style="list-style-type: none"> - Personal Motivations (Anti-consumption) 	Online Newspaper
01/03/2016	"This stuff is great. I eat for snacks; keeps me away from carbs. Has a nice, smoky BBQ flavor without being syrupy or overbearing. You don't get a lot for what you pay, but it's comparable to other premium jerky prices for what I think is the 2nd best product on the market (the same company's chipotle flavor is my absolute favorite)." - David P. Gonzalez (Amazon.com, 2016c)	<ul style="list-style-type: none"> - Online Grocery Shopping with Same-Day Delivery; - Demand for Smoked Foods; - "Healthification" of Fast and Fast-Casual Food; - The Impact of Snacks. 	<ul style="list-style-type: none"> - Personal Motivations (Anti-consumption) 	Amazon
31/03/2016	"Great app to help parents and friendsThis is a great program to help parents who are new to food allergies (and even those who aren't). It is also great for friends and family members who want to make sure they buy things that are safe for your allergy kid. One feature we need is the ability to track the allergies for multiple people. That would help for grandparents	<ul style="list-style-type: none"> - Engagement of Generation Z and Technology Changes in The Hospitality 	<ul style="list-style-type: none"> - Moral Motivations (Anti-consumption) 	App Website

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	and families with children with different allergies. I'll give the app 5 stars when that's available." - Daniel Rich (Play.google.com, 2016a)	<p>Industry;</p> <ul style="list-style-type: none"> - Grazing Golden-Agers; - Generation's Z Attitude Towards Food; - Nutritional Analysis with Apps. 		
11/04/2016	<p>"This is an unexpected surprise! I got this for the health benefits, but I didn't really expect it to taste good! I learned that: Turmeric is a spice that comes from the turmeric plant. It is commonly used in Asian food. You probably know turmeric as the main spice in curry. It has a warm, bitter taste and is frequently used to flavor or color curry powders, mustards, butters, and cheeses. But the root of turmeric is also used widely to make medicine. It contains a yellow-colored chemical called curcumin, which is often used to color foods and cosmetics. Turmeric is used for arthritis, heartburn (dyspepsia), joint pain, stomach pain, Crohn's disease and ulcerative colitis, bypass surgery, hemorrhage, diarrhea, intestinal gas, stomach bloating, loss of appetite, jaundice, liver problems, Helicobacter pylori (H. pylori) infection, stomach ulcers, irritable bowel syndrome (IBS), gallbladder disorders, high cholesterol, a skin condition called lichen planus, skin inflammation from radiation treatment, and fatigue.</p> <p>It is also used for headaches, bronchitis, colds, lung infections, fibromyalgia, leprosy, fever, menstrual problems, itchy skin, recovery after surgery, and cancers. Other uses include depression, Alzheimer's disease, swelling in the middle layer of the eye (anterior uveitis), diabetes, water retention, worms, an autoimmune disease called systemic lupus erythematosus (SLE), tuberculosis, urinary bladder</p>	<ul style="list-style-type: none"> - Rise of Bitter Flavours; - Asia Ascendant; -Online Grocery Shopping with Same-Day Delivery; -Aromatic Heat; - The Sriracha Effect. 	- Green Consumption	Amazon

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	<p>inflammation, and kidney problems. Some people apply turmeric to the skin for pain, ringworm, sprains and swellings, bruising, leech bites, eye infections, acne, inflammatory skin conditions and skin sores, soreness inside of the mouth, infected wounds, and gum disease. Don't confuse turmeric with Javanese turmeric root (Curcuma zedoaria). Turmeric contains the chemical curcumin. Curcumin and other chemicals in turmeric might decrease swelling (inflammation). Because of this, turmeric might be beneficial for treating conditions that involve inflammation. I also learned that if you have it with black pepper, this amplifies the effects." - MVO, (Amazon.com, 2016b)</p>			
13/06/2016	<p>"It's amazing for your skin also. The amount of antioxidants in Acai are very high and after a week or two eating this every morning your skin starts to look smoother, fresher, it helped me get rid of my dark undereye circles without using any creams or treatment. That alone should tell you how healthy it is" - Christiane Herzog Realschule Nagold (Thomson, 2014)</p>	<ul style="list-style-type: none"> - "Healthification" of Fast and Fast-Casual Food; - The Rise of Acai Bowls. 	- Personal Motivations	Online Newspaper
19/07/2016	<p>"It seems like a hot new vegetarian / vegan restaurant is opening every couple weeks in New York. But Dirt Candy is the original gangster of the gourmet greens movement and still the one to beat. Even eight years on and with a much larger location, primetime reservations need to be secured two months out. Unable to get excited about eating veggie that far in advance, I had never gone until recently. Now that I have I understand why these tables are so hard to come by.</p> <p>The Lower East Side location of the new Dirt Candy has the trendy vibe you expect in that neighborhood. There's a sleek white walled dining area with flower decals on the walls. The menu lists the main vegetable of the dish in huge letters in wacky fonts. At the center of the room you can watch the action unfold with a completely open kitchen surrounded by</p>	<ul style="list-style-type: none"> - Smaller Everything; - Asia Ascendant; - Vegetables as the Main Ingredient; - Modernization of Traditional Cuisine; -The Impact of Snacks. 	- Hip Consumerism	Blog

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	<p>a tasting counter.</p> <p>It's here that Chef Amanda Cohen displays her mastery not just of cooking vegetables, but seemingly every ethnic cuisine imaginable. There's Indian curry smothered fries, Southern-style hush puppies and Korean Fried Broccoli. All extremely well executed. The menu itself is divided into snacks / sides and "vegetables." Think of the "vegetables" as big tapas that you'll probably want two of per person, along with a snack. The desserts don't quite live up to the savories, but the fact that you're enjoying vegetables for dessert at all is a testament to the magic of this kitchen. It may look pricey, but note that gratuity is included." (The Dishelin Guide, 2016)</p>			
20/07/2016	<p>"I bought this as it was a good price, to be honest I wasn't sure whether we would use it but my 15 year old loves it, so she is in charge of spiralisising everything we need. We probably use it about once a week, so if you have room for it I would say that its worth purchasing." - Linda Barretton (Amazon.co.uk, 2016a)</p>	<ul style="list-style-type: none"> - Generation's Z Attitude Towards Food; - Pasta as an Endangered Species; - Vegetables as the Main Ingredient. 	<ul style="list-style-type: none"> - Green Consumption 	Amazon
28/07/2016	<p>"One of the best apps if you are gluten free. I have a daughter that requires a gluten free diet. Works great ! Has common items in database . I would recommend this app for people with food allergies, parents with kids that are Autistic and follow a gluten free diet or if you just want to avoid things like MSG. You pick your preferences. Easy to use. I would give app a try and if you don't like there is always uninstall." - Alissa Saucedo (Play.google.com, 2016a)</p>	<ul style="list-style-type: none"> - Generation Z's Attitude Towards Food; - Nutritional Analysis with Apps; - "Healthification" of Fast and Fast-Casual Food. 	<ul style="list-style-type: none"> - Personal Motivations (Anti-consumption) 	App Website

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XX/08/2016	"Loved it. Hot chicken Nashville style! Not a huge menu but they were packed at lunch. They have several heat levels from "original" with no spice to "Cluckin' Hot" which was above my pay grade. I tried the "Hot" and my wife had the "Mild" They also have a "Medium" and a "General Tso" which was a asian sweet and spicy from what I could tell. The "hot" was hot enough for me! We recently visited Hattie B's in Nashville and this was hotter than their "hot". The chicken had great flavor as well as being hot. The real surprise though was the sides. Their greens were absolutely perfect. I also really enjoyed the Mac-n-Cheese Casserole and I snuck a few of the homestyle chips from my wife's tray as well. This place is a solid choice if you like hot chicken." - The Shag In Fayetteville (Zomato, 2016d)	- Asia Ascendant; - Modernization of Traditional Cuisine; - The Fried Chicken's Comeback; - Aromatic Heat.	- Consumerism	Zomato
28/08/2016	"LITERALLY HELPED SAVE MY LIFE!After God, of course. In 2014 I was in the hospital, morbidly obese with onset diabetes. Unless I changed my eating habits, I was going to die. I needed to learn how to control my carbs. Weight Watchers, a tried and true method, was not an option due to cost and being homebound. So, I found this app which has an excellent diary. It's got a HUGE food database. I can track carbs, points, calories, and more. After 2 years of consistent use I've lost 85 pounds and my diabetes is in TOTAL REMISSION. Helpful!" - Mary Reynolds (Play.google.com, 2016b)	- Nutritional Analysis with Apps; - "Healthification" of Fast and Fast-Casual Food.	- Personal Motivations (Anti-consumption)	App Website
29/08/2016	"I'm impressed! It's different from a lot of the food tracker apps. I love the community part. I think the food section could use an upgrade though. I get that it has groceries, but it really should include meals. And not just from users. How do we know the accuracy of their calories? Overall, highly recommend." - Kristen Devally (Play.google.com, 2016b)	- Nutritional Analysis with Apps.	- Identificatory Motivations (Anti-consumption)	App Website
09/09/2016	"Overpriced yogurt bar in Soho - naturally! Good concept with a yogurt menu of sweet (imagine toasted coconut and pineapple) and savory concoctions like mango and avocado. As it opens	- Remodeling of the Traditional Foodservice	- Anti-Loyalist Motivation (Anti-consumption)	Zomato

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	<p>early in the morning, one can have breakfast foods laced with labne and go on to soups and healthy salads for lunch and assorted yogurt products. As Chobani yogurt is readily available, I found the prices here astronomical. I tried the mango avocado yogurt drink, but balked at buying the freshly made passion fruit with pineapple yogurt drink that cost \$8.14. Yikes! Then the amount of sugar in the bottled yogurts was an unearthly 22 grams. Filled with tourists who probably find this yogurt bar a novelty, I'll stick to buying Chobani at a far cheaper price elsewhere." - Seby Singh (Zomato, 2016c)</p>	<p>Market;</p> <ul style="list-style-type: none"> - Custom Dining Options for Health; - Generation's Z Attitude Towards Food; - "Healthification" of Fast and Fast-Casual Food; - The Impact of Snacks. 		
09/09/2016	<p>"I love Southern Hot Chicken. I love Southern Restaurant and I love Chef Rick Lewis, he is an awesome chef and wonderful guy. I have eaten here on more than one occasion and the chicken is always delicious, savoury and good. The macaroni and cheese casserole can be on the room temperature side, but good nonetheless. I had the peach cobbler today and I wanted to kiss the Chef. That peach cobbler was sweetened just right with a butter..peachy..flavor that just melted in my mouth and when that rich creamy whip cream was on the spoon with it, I thought I was in heaven. I always enjoy the house potato chips and they were good as always. The beans and okra side dish, well that is probably as good as good can get it. I enjoyed those beans and okra and the taste was unique and welcomed change for my taste buds, with just the right amount of okra and beans to create a good savoury flavor on the palate.</p> <p>I will say, if something is not right and you have a complaint, let Southern know and they will make it right for you. No one is perfect but I know at</p>	<ul style="list-style-type: none"> - Social Responsibility and Accountability; - Modernization of Traditional Cuisine; - The Fried Chicken's Comeback; -Aromatic Heat. 	- Consumerism	Zomato

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	<p>Southern they care about their customers and the food they serve.</p> <p>This is Southern chicken and most everything is made from scratch, the bread may be a bit firm, but I tell you, the bread is good and made fresh daily from a local bakery. I am familiar with delicious, fresh..firm bread. The only thing can make it better is extra hot chicken drippings on that bread, and a cold beer to wash the heat down, talk about good eats." - TravelerLloyd (Zomato, 2016d)</p>			
20/09/2016	<p>"Don't be alarmed by the French-Japanese fusion (I'm usually a Japanese food purist), ample availability of OpenTable reservations, fairly ugly logo, and low number of Yelp reviews. The foodies in the world are clearly mad slow on the uptake. This place is a gem. Tranquil, quiet, and bright ambiance. Lovely Japanese service. Elegantly plated and spot-on executed food. Bizarrely reasonable prices. Recommendations: uni consomme gelee, lobster linguine, foie gras croquettes, kamo-duck, anago rice. Cocktails are delish too. Bottomline: this place is Momma Moto (my mother) approved. A true rarity. Go before the rest of you ruin it." (Yelp, 2016a)</p>	<ul style="list-style-type: none"> - Importance of Food Design for Social Media; - Importance of Beverages; - Asia Ascendant; - Modernization of Traditional Cuisine. 	- Hip Consumerism	Yelp
21/09/2016	<p>"Amazing food. Loved the detail they have on each plate. It's all an art and the flavors is like no other. They have won me over on the taste. We had a sampling of the Mushrooms with: truffle, chocolate and Asian pears, it went well together. The creamed chard was great too. Peppers with beans, avocados and deep fried zucchini was spicy, but was flavorful. They brought us two house breads. One was vegan, sourdough with their amazing wood smoked olive oil--I was in love with this. Their regular bread was tasty too: beet, carrot, spinach, were shaped into a small pot. We ordered a wine to pair with the food, we had one that went well with everything we had, too bad I can't remember what it was. For dessert we tried the cucumber pie. We were expecting a soft custard or something of that like. It had blueberries on top, mini cucumbers and traces of the syrup. The</p>	<ul style="list-style-type: none"> - Importance of Food Design for Social Media; - Importance of Beverages; - Asia Ascendant; - Demand for Smoked Foods; - Vegetables as the Main 	- Personal Motivations (Anti-consumption)	Zomato

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	<p>crust was a little hard, it started to fall apart when we dug into it. We were compered for an extra dessert because we had to move from our table. Apparently, it's recommended you make a reservation, but we walked in anyway and moved when the couple arrived. We were able to finish our meal at least and we moved to the bar to share desserts. The chocolate onion dessert wasn't good. The onion overpowered the entire dessert. We mixed the cucumber and the chocolate onion dessert together and it tasted better together. I've had dirt candy on my bookmark for a while and it was such a treat trying their food. I highly recommend it to people who really enjoy the experience dining and good food." - Xtine (Zomato, 2016a)</p>	<p>Ingredient;</p> <ul style="list-style-type: none"> - Aromatic Heat. 		
26/09/2016	<p>" I was not sure what the hype was about until I tried a bowl for myself. Before I tried the poke bowl, I thought to myself, isn't it just raw fish? What's the big deal? You really need to try this stuff before passing judgement and chalking it up to trendiness. Basically, the restaurant is like a chipotle for all kinds of raw fish. It's a little small and seating is limited. No worries though, the location is close to Bryant Park so you could always eat outdoors. It does get crowded and busy during peak hours so watch out for that. I've even heard that the line goes out the door sometimes.</p> <p>You can order different kinds of proteins. My favorite is the salmon. You can definitely taste how fresh the fish is too, because it melts in your mouth when you bite down. There are a bunch of different kinds of marinates that you can choose from. I prefer the sriracha aoli. Then you can add in filler ingredients like lettuce, seaweed salad, edamame, kale, etc. You can top it off with some crunchy toppings too. Honestly, the bowl has so many layers of different textures and flavors, and I think that's what makes it so enticing." (Yelp, 2016b)</p>	<ul style="list-style-type: none"> - Smaller Everything; - Custom Dining Options for Health; - Local Sourcing; - "Healthification" of Fast and Fast-Casual Food; - The Poke Trend; - Modernization of Traditional Cuisine; - Aromatic Heat; - The Sriracha 	<ul style="list-style-type: none"> - Selective Motivations (Anti-consumption) 	Yelp

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		Effect.		
26/09/2016	"If you don't mind the slightly annoying infrastructure of Pokeworks, it's a good place to check out the Hawaiian dish as it rapidly expands in New York. The crowds are so bad that you'll be directed to line up on the sidewalk, but you'll enjoy the food. The Hawaiian Classic was an appealing concoction that strategically used seaweed and sesame oil to enhance but overtake the fresh fish. Salmon and shrimp variations are available, as are offerings of questionable authenticity like chicken poke." (Yelp, 2016b)	<ul style="list-style-type: none"> - Custom Dining Options for Health; - "Healthification" of Fast and Fast-Casual Food; - The Poke Trend; - Modernization of Traditional Cuisine. 	- Hip Consumerism	Yelp
N/A	"I love the food, the meal options and the fact that I can swap recipes. Everything was fresh and perfectly portioned. Growing up there were 5 in my family and it's SO HARD to scale it back and just cook for 2 people now. My husband and I don't love leftovers as much as we used to, but now that's not an issue. I work 12-hour nights as a nurse and not having to go grocery shopping right after my shift is great. Plus, there's no way I could pick up 3 full meals from the grocery store for only \$60. I only wish there were a way to "swap" recipes from the app, like Plated. uses in their app. The food and service are not lacking in any way, but the app is a little too simple. " - Sparkle_lite on Blue Apron (App Store, 2016)	<ul style="list-style-type: none"> - Online Grocery Shopping with Same-Day Delivery; - Generation's Z Attitude Towards Food; - In-House Usage of Craft Foods; - Delivery in the Restauration Industry; - "Healthification" of Fast 	- Alternative Consumption	App Website

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		and Fast-Casual Food.		
N/A	<p>"For a busy working family this program reduces eating out and eating better. We save of food and waste. This service provides the ease of meal planning with quality ingredients and tasty dishes. As a busy mom of three kids (9,10,13) and a spouse who has amazing "intentions" in the kitchen, the benefit of Blue Apron is that we know we have go-to meals that are ready in about 30 minutes. My 10 and 13 yrs old (and don't forget the hubby) are confident enough in the kitchen and can prepare these meals sans my help! It's all there, with recipe cards to walk you through it. That in itself is truly amazing! We are exposed to new foods, and while not all recipes are a hit; most are. Must try!" - abamom on Blue Apron (App Store, 2016)</p>	<ul style="list-style-type: none"> - Online Grocery Shopping with Same-Day Delivery; - Generation's Z Attitude Towards Food; - In-House Usage of Craft Foods; - Delivery in the Restauration Industry; - "Healthification" of Fast and Fast-Casual Food. 	- Alternative Consumption	App Website