

The “Food trends” of the future with the focus on women’s Generation Y in Germany

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<p>Nützenadel and Trentmann (2008) quoted “you are what you eat“. This statement is meaningful and appeals to everybody. Food is a crucial element to survive which makes it one of the basic needs but nevertheless, food products and eating habits modify extremely fast and are depending on outside factors. The thesis will answer the following research questions: Why and how have the food products and eating habits changed in Germany? What are the requirements, challenges and behaviours concerning food of the Generation Y in Germany? What are the food products and eating habits of the future in Germany?</p> <p>Between the Second World War and today food products and eating habits are examined. The Generation Y with focus on women and their requirements and needs, as well as the “Food trends“ of Germany are discussed. The “Hierarchy of Needs” according to Maslow underlines the understanding of the modifications referring to food products and eating habits with an impact on the population’s need.</p> <p>The researcher needed six month to accomplish the thesis. Books, articles and newspapers are used to present the topic with the latest developments to present the “Food trends”. The author surveyed women of the Generation Y in Germany according to the “Food trends” between 10th March and 10th April 2014. The researcher used an online tool for the questionnaire and it was evaluated automatically. The results present attitudes of the respondents concerning “Food trends” and requirements which are still demanded. The quantitative questionnaire is quoted to support the argument and foundation to present the new future outlook for the population. The thesis can be used for market analysis, development and establishment of new food products because this topic has not been researched before.</p> <p>Germany has developed lot of “Food trends” that are presented in fine-dinning restaurants, retailers or at home in eveyone’s kitchen. The female Generation Y is a segment that traces the Intolerance, Flexitarian and Regional trend. Sensual food trend partly unknown, Curated food trend partly attractive and important for them to experience and genetically modified food products do afraid them and therefore do not welcome them.</p>	
<p>Keywords “Food trends”, Food products, Eating habits, Women’s Generationy in Germany and Maslow’s hierarchy of Needs</p>	

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1 Introduction

Nützenadel and Trentmann (2008) quoted “you are what you eat“. Nowadays, a person is able to decide which products to consume and which eating habit to pursue. Food is not only something that enables a person to survive anymore, but it is a method to point out which kind of living standards a person would like to have. The variety of food products purchased is steadily increasing, from the budget to the luxury food segment. (Nützenadel and Trentmann 2008.) In general, a balanced diet with high-quality food products is very important for the population of Germany. Nevertheless, there are differences in the genders. While 56 per cent of the women find food as a very important element it is only 38 per cent for the males. (Bundesministerium für Ernährung und Landwirtschaft 2014, 2.)

I did my apprenticeship in the Colombi Hotel, a five star hotel in Germany, and got experience particularly in the restaurant, banquet, café and bar. The departments that were connected to the food and beverage sector impressed me. I admired how the employees in the kitchen created a good-looking and tasty product out of the raw product and how the chef puts the ingredients on a plate to make it look appealing to the guests. That is why I decided to get more training in a restaurant with two Michelin Stars, the Gourmet Restaurant Lerbach in Bergisch Gladbach (Germany), where the chef was very innovative and open for new trends. Mr Henkel, the chef, focussed on the field of pure nature that includes herbs and vegetables. Mr Henkel targeted the trends of healthy and real food. Therefore, he had his own garden where he planted herbs, which he implemented in his menus. The way he created new menus and dealt with food impressed me. (Henkel 2014.) Furthermore, I chose Generation Y, discussed in Chapter 3 in more detail, because I am a member of this group segment and they have special requirements. Also it is the first generation in Germany, which grew up in a time where no wars or economic crises shaped their lives.

To be able to understand the development of the food products and eating habits to the finally “Food trends” it is necessary to take some steps back to analyse the old

habits of the German population. Thus, the researcher aims to answer the following three questions step by step:

1. Why and how have the food products and eating habits changed in Germany?
2. What are the requirements, challenges and behaviours concerning food of the Generation Y in Germany?
3. What are the food products and eating habits of the future in Germany?

Germany has been shaped by wars, a new currency, the reputation of women, globalisation and the internet. The reference of Bundesministerium für Ernährung und Landwirtschaft (2014a) is an important source since it is a trustful source of the German government. Besides the “Food trends”, the Generation Y will be a main objective of this thesis and will be explained later on. All those objectives will be explained because they have influenced the “Food trends” we have nowadays. With the support of the “Hierarchy of Needs”-model according to Maslow it will be clarified (Maslow 1981, 12). Lastly, the results of the surveyed target group, women of the Generation Y, through the approach of a quantitative questionnaire will be stated and discussed according to the experts’ outlook of the “Food trends”. Suggestions and new implementations referring to the results of the questionnaire will be given to guarantee a satisfaction of the Generation Y concerning food products and eating habits.

The secondary research addresses the food development, especially the food products and eating habits, over the last 70 years. Additionally, the secondary research is about the Generation Y in Germany. Those trends affect this generation and lead to new requirements and challenges. Finally, the main topic of “Food trends” is researched based mainly on the book by Hanni Rützler, which will be presented in the next chapters. All in all books, articles and statistics support the answer to the research questions. The focus of the primary research, on the other hand, lies with the analysis of the satisfaction of women’s Generation Y in Germany referring to food products and eating habits. The methodology of the primary research is a quantitative questionnaire that facilitates a wider range of results in comparison to a qualitative questionnaire. Moreover, the aim of the research is to offer an overview with insights to the reader.

The following parts of this chapter present the research aim and research questions. It will give the reader the idea what the thesis aims to answer. Furthermore, the researcher gives insights into the research justification and methodology. Additionally, the outline of the structure and the framework of the thesis are presented and provide the reader an overview of the different chapters and their approaches.

1.1 Research aim and research question

The main aim of this thesis is to research the food products and eating habits of the future referring to the Generation Y in Germany with the focus on women because no research has been done before on the combination of these factors. Thus, the thesis will explain the development of food products and eating habits during the last decades. It will present what kinds of food products were available and what the eating habits in the past were like. Furthermore, a profile of the Generation Y will be outlined, what kind of mega trends influenced the last years and which will have an impact on the food products and eating habits of the future. Thirdly, the aim is to give a future outlook of the food products and eating habits with examples. The “Hierarchy of Needs”-model according to Maslow (1981, 12) will support the thesis with a theoretical framework, which offers the opportunity for modifications.

According to the thesis topic the researcher has to narrow down the topic’s objectives to present a clear and structured research question. The following graph presents the research questions that will be answered within the thesis.

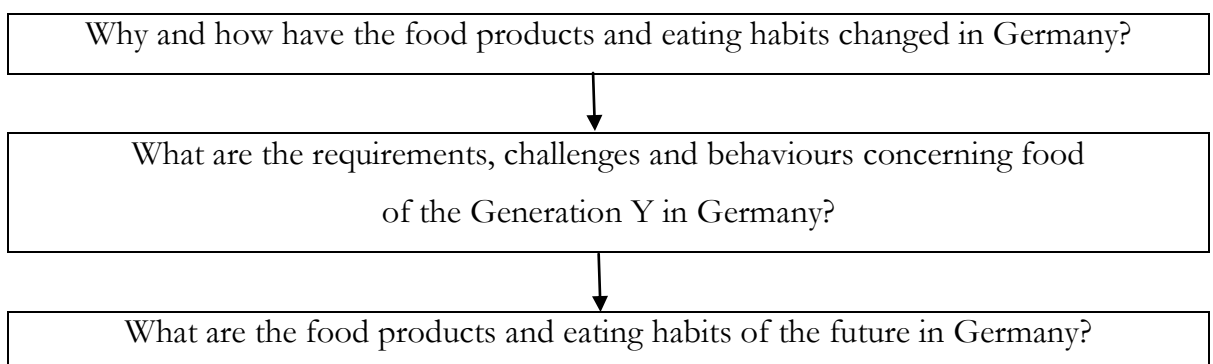


Figure 1: Research questions

The order of the research questions is based on the structure of the thesis. First of all, the thesis focuses on the food development in Germany to explain necessary information to the reader, increase the reader's interest concerning the "Food trends" and guide the readers to the main topic. Then, it researches the Generation Y's profile, requirements and challenges. Finally, the main focus is on the analysis of the food products and the future eating habits in Germany. The entire thesis mainly concentrates on the female Generation Y. The structure of the research questions will provide a clear structure of the topic that offers necessary information to understand the food products and the eating habits of the future. It is necessary to answer question one and two in advance to get crucial information which are important for question three which will be the main question of this thesis.

1.2 Research justification

The topic concerning food products and eating habits with a future outlook is an interesting topic for me, because I have got work experience in the food and beverage department in the Colombi Hotel in Freiburg in Germany, Gourmetrestaurant Lerbach in Bergisch Gladbach in Germany and Rebstock Stube in Denzlingen in Germany. On the other hand, I like to go out to eat in fine-dining and casual restaurants to receive impression what is up-to-date and to try current "Food trends". Additionally, I read a lot of magazines myself to be involved in new trends, for example the Feinschmecker which is a German magazines that is published monthly and provides information about food, restaurants and current events.

I chose this topic, to get more insights, knowledge and expertise in this field, which is very innovative and extremely compact. Additionally, I want to understand why people had different food products and eating habits years ago. I also want to point out Generation Y's requirements, challenges and habits concerning food products because it has not been done before.

Further on, the complexity of three different topics, "Food trends", "Women" and "Generation Y in Germany" has not been researched before. It will obtain crucial in-

formation for food industries, restaurant owners and market analysis. Therefore, this thesis will support the understanding for experts and can be used as an analysis.

1.3 Research method in brief

To answer the research questions detailed primary and secondary research is needed to obtain answers. The secondary research is done with the aid of books, articles and statistics to find information. While books are necessary to reflect on and gain information about the food products and behaviour after the Second World War until now, articles are needed to present current situations referring to food products and eating habits. Additionally, graphs increase the reader's understanding of different food products and modified eating habits in Germany. On the other hand, the primary research is done using a quantitative questionnaire (Attachment 1) to receive insights of the female Generation Y in Germany concerning the food products and eating habits.

The main objectives of the thesis are "Food trends" which is difficult to narrow down but communicate a big picture to the reader. Due to the wide range of information, views and backgrounds of the topic, the thesis topic "Food trends" concentrates on Generation Y in Germany. Since, the Generation Y provides a lot of information, the researcher concentrates especially on the women between 18 and 30 years of age. Reasons for this group segment are based on the researcher's access to this segment, especially concerning the questionnaire, and it is the generation and gender in which the researcher grew up and is interested in. Finally, the focus is on women's Generation Y because the conditions for the women have changed much more than the ones for men did and therefore makes it to a more interesting focus in this thesis. In correspondence to the topic it is difficult to find references that provide an overview concerning "Food trends", Generation Y and a perspective of Germany together. Due to the references, the next problem is to find high-quality sources, which are meaningful to the researcher to allocate crucial information for the readers. Since, the topic of the thesis operates with a more practical objective; the problem is to find a theoretical model, which is able to align through modifications. The researcher has the challenge to guide the reader through many gastronomic terms, which need to be identified and explained carefully to readers who are not familiar with this topic.

For the secondary research approach the researcher used two main sources, being Hanni Rützler and Bundesministerium für Ernährung und Landwirtschaft. Hanni Rützler studied nutrition, psychology and sociology. She publishes the articles under the title “Food trends” in her Food Report in a very visual way. She speaks up and thinks ahead. She is also an expert in the field of Food Trends and well known for her knowledge. On the other hand, the Bundesministerium für Ernährung und Landwirtschaft is a very trustful source and the only one that provides insights of the last 70 years referring to the food products and eating habits in Germany. Since the source is made by government of Germany from well-known authors and experts.

In order to get an overview concerning the thesis topic the quantitative questionnaire appears useful because it enables a large amount of responses. This decision was made due to the research aims of the researcher to provide the reader insight into the topic. Therefore, women of the Generation Y will be asked to answer the questionnaire. The questionnaire is divided into two parts; the first part contains private questions and the second part contains food-oriented questions. A quantitative questionnaire enables an overview with less detailed answers but with more respondents. Most of the questions are closed-ended questions through rankings or matrixes; nevertheless, there are also some open-ended questions, which facilitate personal responses. This style of questioning enables to gain valuable information based on a large amount of results.

The strategy of the research is to create a user-friendly questionnaire with diverse questions to provide an interesting questionnaire. In order to reach the target group of the questionnaire, the distribution channel of the questionnaire is facebook, a social media tool, in which respondents are kindly asked to answer the questionnaire. Facebook is used since it is the one and only social media platform of the researcher and further, it is possible to send personal messages to friends. This enables to kindly ask every single participants to answer the questionnaire. This approach enables a personalized message including the link to the real questionnaire. The questionnaire was sent out on three different dates, reaching 130 people in total, of which 110 responded.

1.4 Outline of structure and framework

First of all, chapter one presents the research aims and questions of the dissertation and briefly presents the methodology. Findings of the conceptual research are presented in three different chapters to provide a clear structure. In chapter two the development of food of approximately the last 70 years is explained, in chapter three the group segment “Generation Y” is presented and in chapter four the upcoming “Food trends“ are discussed with examples. Chapter five explains the methodology of the dissertation more in detail and presents the questionnaire step by step. Chapter six concentrates on the analysis of the findings. The last chapter closes the topic with an explanation of the learning process, suggestions for the future concerning the food products and eating habits and the ultimate conclusion with a future outlook based on the questionnaire’s results.

In order to present the dissertation from a visual point of view Figure 2 explains the different components individually. Wilkinson’s (2000, 9) clearly structured figure outlines five steps, which should be taken in order for the thesis structure to work correctly.

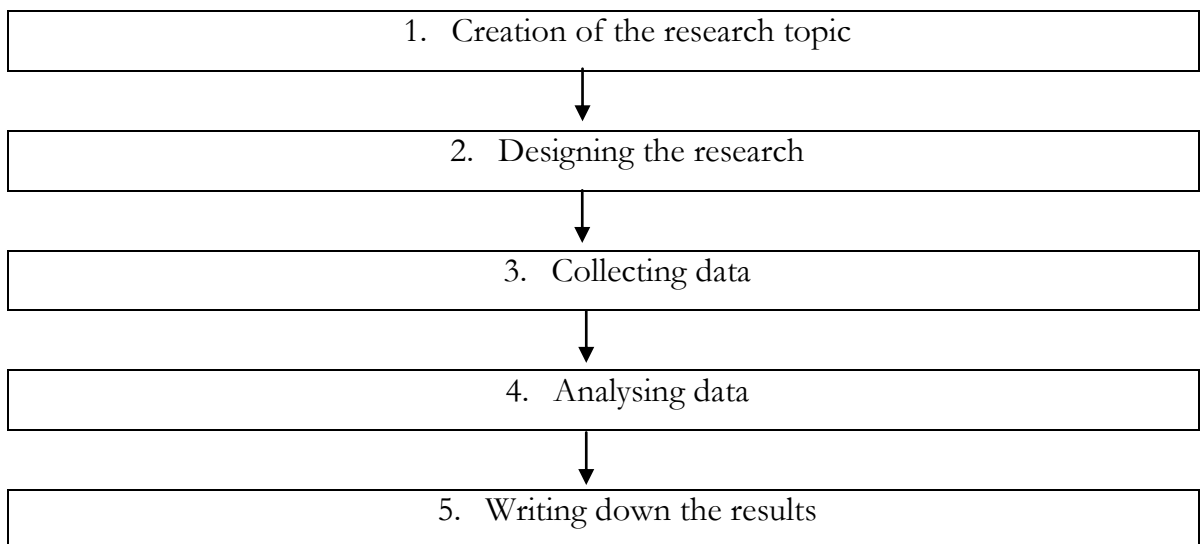


Figure 2: Overview of the research steps (Wilkinson 2000, 9)

In the first step named the “Creation of the research topic” the writer of the dissertation aims to find an interesting research topic with a lot of books, articles and graphs referring to that topic. The supervisor supported the writer of the thesis to find a

meaningful topic that is interesting and necessary for the researcher. The second step creates a more clarified design of the dissertation. The preferred way of analysis is created and secondary research and quantitative questionnaires are chosen. The topic has a time span of roughly 70 years; therefore, the secondary research is made with the aid of many different books and also articles to gain information about recent years. In the third step Wilkinson (2000, 9) explained that the dissertation gets a more professional structure, after the research type has been determined and data has been collected. Since the topic has a wide range of information, the structure of the dissertation needs to be clear and additionally narrowed down. The fourth step includes the findings of the secondary and primary research. After this all required information, including the information gathered from the quantitative questionnaire is ready to be used. The fifth step, “Writing down the results”, assumes the steps mentioned before are covered and the writer of the dissertation is able to give the results in written form. Last but not least the conclusion with the learning process is included. (Wilkinson 2000, 9.)

This dissertation follows the structure of the Haaga Helia University of Applied Sciences in Helsinki, retrieved from the homepage of Haaga Helia and discussed in the course “Research Methods” during the studies.

The following graph Figure 3 presents the connection between the sections in detail. The research questions are emphasized to ensure that the dissertation’s aim is to answer the question in each chapter, from the introduction to the conclusion.

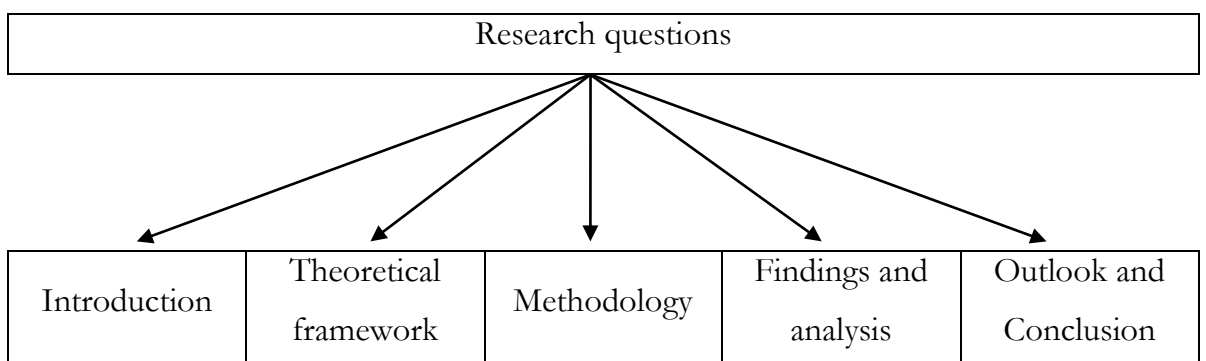


Figure 3: Outline plan of thesis structure

As illustrated, the structure of the thesis consists of the following steps: Introduction, theoretical framework, methodology, findings and analysis and the outlook with the conclusion.

The three research questions, mentioned in previous chapters, will be presented and the aim is to answer them step-by-step. Thus, adjusted to the three research questions, the framework has three chapters; the development of food in chapter two, Generation Y in chapter three and the “Food trends” in chapter four. This will enable a clear structure, which is crucial when dealing with a wide topic.

2 Development of food in the interval of 1945 to today

The last approximately 70 years, beginning from 1945 after the Second World War until today, were shaped by crucial political occasions, unsteadiness of economic and technological innovations. The population faced many different living conditions in which the food products and the eating habits changed extremely. (Heinzelmann 2008, xxiv ff.) Thus, the following chapter will explain the food products and eating habits of the German population more in detail. The chapters will shortly explain the different decades, introduce the food products and get deeper into the eating habits of the German population. Furthermore, subchapter two will provide an insight into the women during the food development and subchapter three will present a theoretical model “Maslow’s hierarchy of Needs”.

2.1 The Life after the Second World War

In 1945, after the Second World War, the agriculture and infrastructure were destroyed and the German population was exposed to hunger. Only half of the German population was able to produce food on their farms and roads, bridges and railways were not available or caused interruption and delays because they were bombed and destroyed. Furthermore, the heavy physical work that the population needed for the rebuilding of cities and streets boomed the malnutrition of the population because Germans burned more energy than they were able to consume by food. This situation caused half of the population of Germany to starve. Then, the German government tried to regulate the consumption of food, but the non-existing currency did not enable a purchasing process. Therefore, the population was only able to get food with food cards, handed out by the government. Those cards enabled people to get food at a small retailer. (Heinzelmann 2008, xxiv; Bundesministerium für Ernährung und Landwirtschaft 2014a, 1.)

The main food items which existed were potatoes and bread. The consumption of wheat increased and the meat consumption doubled after the Second World War, whereas the consumption of fish declined. (Flandrin & Montanari 1999, 448-449.)

Only once a month the population had access to butter, oil and meat. Nave-Herz (1997) stated that the population had a weekly count of food cards, which for one person was: 100 gram of meat, 50 gram of fat, 1500 gram of bread, 185 gram of sugar and 15,5 gram of cheese. The women were able to produce “Knödel” out of flour, bread or potatoes and another easy dish was “Eintopf”, which is a pot with a mixture of meat, vegetable or potatoes. (Kittler & Sucher 2000, 143.) Those are examples which needed only basic ingredients as bread or potatoes and were easy to prepare.

But all in all the food consumption was a huge problem and during this time the population had no desire to consume food from abroad, nor did they have a problem with food waste. Generally speaking they did not have any choice but to eat regional and seasonal food. The food that was available was from Germany and it was on a very basic level of nutrition. The women had difficulties in creating an enjoyable dish with a large variety of nutritional values for the families. Thus, the German population had concised deficits in protein and fat, which were necessary to gather within the daily food. (Bundesministerium für Ernährung und Landwirtschaft 2014a, 1; Rothenberger 2014, 1.)

Years later in 1948, the new government was founded and a new currency was introduced. This helped the economy to grow and feed the hungry population. The industrialisation increased until the Second World War, which enabled the population to support the reestablishment of the food industry. The different machines supported the production, making work on the fields and gaining milk much faster and easier. In 1950, the food cards were abolished and the population was able to get food with the newly introduced currency. (Bundesministerium für Ernährung und Landwirtschaft 2014a, 1; Heinzelmann 2008, 28.)

Directly after the Second World War, the approximate food expenses per household were 44 per cent of the total income. After the Second World War, the food expenses decreased constantly. (Statista 2014a.) Furthermore, the requirements of the population rose with the upswing of the economy and the consolidation of the government. The satisfaction of the German population in food preparation received new dimensions.

The population requested to have more meat and potatoes at a proper price. (Bundesministerium für Ernährung und Landwirtschaft 2014, 1.) This time period reflects how important a stable political and economic situation is to create a consistent food industry where the population can demand new requirements to satisfy their needs.

2.2 The wonder of economy and the emergence of markets

The following years after the Second World War, were shaped by economic recovery and occurrence of global trade. Prosperity in Germany was established and the population had new requirements for the food industry. Flandrin and Montanari (1999, 466) stated that the Second World War had interrupted trade but the recovery came fast.

The consumption of tropical fruits, for example bananas and pineapples, developed tremendously after the Second World War. Kittler and Sucher (2000, 143), on the other hand, stated that the main ingredients of a German meal were “potatoes, beans, cabbage and other types of cabbages, beets, eggs, dairy products, pork, beef and seafood“. Women had learned to prepare an enjoyable meal for the family using the products mentioned above. (Bundesministerium für Ernährung und Landwirtschaft 2014, 4; Heinzelmann 2008, 29; Schönberger 2012.) The people satisfied their needs with the wave of gluttony between during the 60's. The consumption of cream, butter, alcohol and especially meat increased extremely. The main food item of the last years, the potato, was replaced by the consumption of pork. The consumption of pork additional by 11 kilograms, from 19 to 30 kilograms, per person annually. (Bundesministerium für Ernährung und Landwirtschaft 2014, 4.)

The new requirements emerged because travelling became much easier and therefore, the Germans travelled more and got to know new food products from abroad that the population started to demand as well in Germany. (Bundesministerium für Ernährung und Landwirtschaft 2014, 4.) Therefore, first restaurants were established and due to the increasing travels food products from abroad like bananas or pineapples were required. (Flandrin & Montanari 1999, 469.) Furthermore, Flandrin and Montanari (1999, 440) argue, that the population developed their eating habits in local cuisines,

too. Restaurants started using products which had to be imported from other countries around the world. The German population wanted to be able to buy products from all around the world. This was the start for the worldwide supply, the globalisation.

(Bundesministerium für Ernährung und Landwirtschaft 2014a, 4; Heinzelmann 2008, 29.) Next to the increase in restaurant visits, however, women also had a high competence in the food preparation. Usually, the women prepared a meal three times a day, in the morning, after the school or in the lunch hour of the men at work and in the evening when the men came home after work (Bundesministerium für Ernährung und Landwirtschaft 2014a, 4; Heinzelmann 2008, 29; Schönberger 2012.)

2.3 Convenience products and fast food increase

The 70's were years of many different eating habits, rich in variety of food products from the luxury until the budget segment. This has been a decade with many different directions: the population became more individualized, new technologies emerged, agriculture started to specialize in producing one product and globalization multiplied extremely. (Flandrin & Montanari 1999, 534.) Schönberger (2012) can support the argument of Flandrin and Montanari concerning the globalization and adds that beside the convenience products, the amount of fresh fruits and vegetables available increased because of the globalization. The globalization enables the consumer to purchase worldwide products on a daily level, and the products are not only available during special seasons.

First of all, the 70's were the years in which convenience products and fast food products advanced. Then, the 70's presented the other side of the agriculture, which was the overproduction of the food. New regulations should help to control the food production. Thirdly, Eckart Witzigmann started to run his new restaurant named Tantris in 1971. Mr Witzigmann, was the first German chef who received the three Michelin Stars in Munich for his restaurant, in 1979. In the same year, the first fast food restaurant of the well-known chain "McDonalds" opened in the same city as the restaurant of Eckart Witzigmann. The eating habits changed from starvation over budget to luxury eating habits. The food consumption could not have been more

diverse. (Bundesministerium für Ernährung und Landwirtschaft 2014a, 5; Heinzelmann 2008, 30.)

The women's competency in preparing food with fresh products decreased with the increase of convenience products. The daily life became more hectic and busy because the women started to work to earn a second income next to the husband's income. In this case, Flandrin and Montanari (1999, 440) support Schönberger's argument (2012) that the cooking time decreased and additionally the food quality was no longer required and the usage of seasonings developed immediately. Lunch is eaten at school or in the cafeteria of the workplace, because nobody is at home who could prepare the lunch. Additionally, new technologies like microwave ovens and freezers reduced or replaced the food preparing process. (Flandrin and Montanari 1999, 536.)

2.4 Healthiness and high quality food

In the 90's and the following years, the food industry changed a lot of regulations and sustainability became one big topic. Lately, the security of food, the protection of animals and the protection of the environment were introduced to the food industry. (Bundesministerium für Ernährung und Landwirtschaft 2014a, 8.) Flandrin and Montanari (1999, 537) argue that also the technology steadily increased and introduced new innovations concerning food. Additionally, during the 90's the Generation Y was born. (Wirtschaftspsychologie 2012.)

The food industry experienced increasing revenue streams for organic, natural and nutraceutical products. The growth was 27 per cent in 2001 and 33 per cent in 2007. (Schönberger 2012; International Market Bureau 2010, 7.)

Health became more and more important since 1990. Being healthy took an important place in the eating habits. The trend to be healthy developed extremely among the older generation and less among the young population in Germany. The innovation of the World Wide Web increased the availability of information about food ingredients. (Schönberger 2012; International Market Bureau 2010, 7.) And, new technologies

additional the amount of prewashed salads and also precut vegetables. (Flandrin & Montanari 1999, 537.)

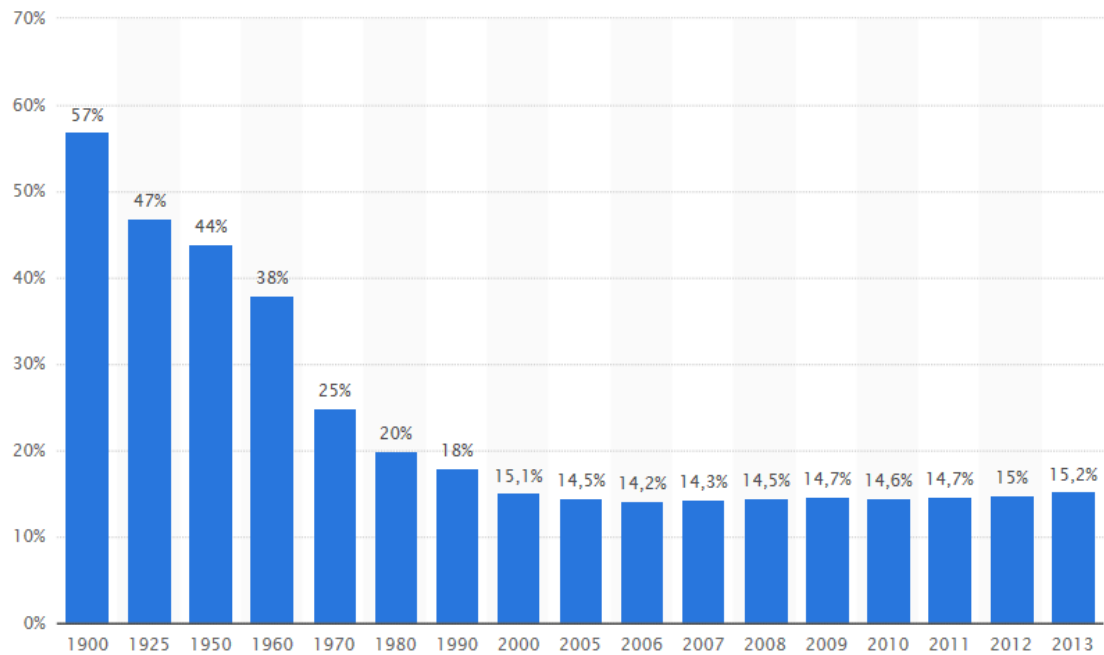


Figure 4: Food expenses between 1900 and 2013 (Statista 2014a)

Furthermore, the food costs decreased to the lowest level since 1950 and today. In the year 2006, Germans spent 14.2 per cent of their income on food. This was the lowest amount, as in 2007 food expenses raised again until 14.9 per cent in 2012. (Statista 2014a.) Whereas, Heinzelmann (2008, 33) stated only an average of 13.9 per cent measured of the income in 2012.

Additionally, the number of employed women reached the highest number of 65.1 per cent. In comparison 75.3 per cent men are working (Statistisches Bundesamt 2010). This is one reason why only every second household is eating at home the homemade food. The children eat in the kindergarten or in the school and the parents eat in the canteen of the work place. (Techniker Krankenkasse 2013.)

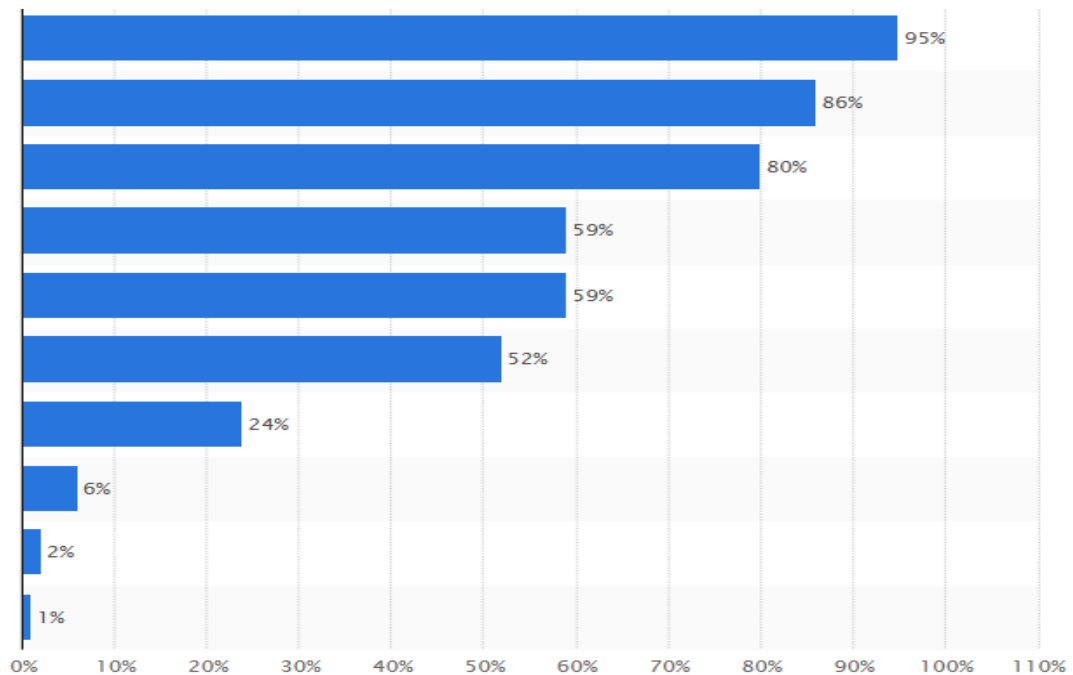


Figure 5: Consumption of food product (Statista 2014b)

In 2012, Germans consumed bread up to 95 per cent, dairy products up to 86 per cent, vegetables up to 80 per cent, salad up to 59 per cent, meat up to 59 per cent and potatoes up to 56 per cent daily. (Statista 2014b.) Further, national restaurants became competitors of Thai, Vietnam and Russian restaurants. The variety of food developed with the number of international restaurants. (Heinzelmann 2008, 32.)

2.5 The changing reputation of women

Years ago, the man was the most important member of the family and the person who went to work while the women were responsible for the children and the tasks in the household, including the preparation of the meal for the family. Therefore, the women were more in contact with food than men were. Reasons for this work-sharing were that the women were not allowed to work, to vote political members and to make their own decisions without the consultation of the husband. In 1848, the women fought for their rights for more equality in politics, economics and social aspects. In 1918, the women received the right to vote. (Heinzelmann 2008, 90.) Grunow (2010) named this cohabitation “Housewives-and male provider-marriage” and thereby supported Heinzelmann’s description that women were at home and responsible for the children and the food whereas the men worked.

The reputation of women increased and the daily tasks changed. Women started to work and to earn their own money, the tasks in the household decreased and so did the minutes spent on daily food preparation. With the regime of Hitler, from 1933 to 1945, women had a kickback and women's old gender roles came back. Women had to care for the children and were responsible for the household, including food preparation again. They were no longer allowed to work without the permission of their husbands. This situation remained constant until the end of the 20th century in which women were allowed to work again. (Heinzelmann 2008, 90.) Lewis (1995) agreed that after the Second World War women withdrew from work and started to care for the households again. The government of the east of Germany was interested in providing more education for women because many people moved to the west of Germany. The eastern government was in need of employing women to operate the economy well. This enabled women to work and have families at the same time directly after the Second World War. The east of Germany was more developed and in favour of women than the west of Germany during this time. Grunow (2010) agrees with Lewis that the east of Germany employed women because of political reasons in comparison to the west after the Second World War. The women were no longer only needed in the household; the women needed to work and received therefore money and were thus able to buy their own food products.

This meant women had a part-time or full-time job and after work they had to care for the household including the food preparation. The double workload meant to have a job and to care for a family. A woman does no longer have that much time for the food preparation. (Heinzelmann 2008, 90.)

According to a study of Techniker Krankenkasse (2013) conducted in 2001 German women spend daily 45 minutes for the tasks related to food, the German men spend only 23 minutes. This clarifies that women are still more related to food than men are. The technology, pre-prepared food and logistics can also be responsible for the decrease in time of food preparation. Additionally, Heinzelmann (2008, 90) stated nevertheless, 80 per cent of the women cook at home and in comparison only 35 per cent of the

men do. Additionally, 93 per cent of the women would grade their food cooking as good to very good.

2.6 Maslow's hierarchy of Needs

Since the topic of this thesis is very practically oriented and does not provide a theoretical model, the "Hierarchy of Needs"-model according to Maslow (1981, 12) is a useful tool to indicate the transformation of the Germans population. Figure 4 below presents the "Hierarchy of Needs"-model from Maslow more visually. The system of the hierarchy is that a person is only able to reach the next stage when the previous stage is covered. Psychological needs refer to food, shelter and water that are all in all very basic needs. If this stage is covered security needs is the next stage, which concerns a fixed employment or insurance, which enable an easier way of living. Afterwards that the belonging stage comes, which involves families, partners and friends. They enable the person to satisfy the belonging needs. Esteem is a stage in which a person is praised for the job or for private objectives. This leads to the last stage, the self-actualization, where a person is able to turn dreams or wishes into reality. This is the optimum of needs a person is able to reach according to this figure of Maslow.

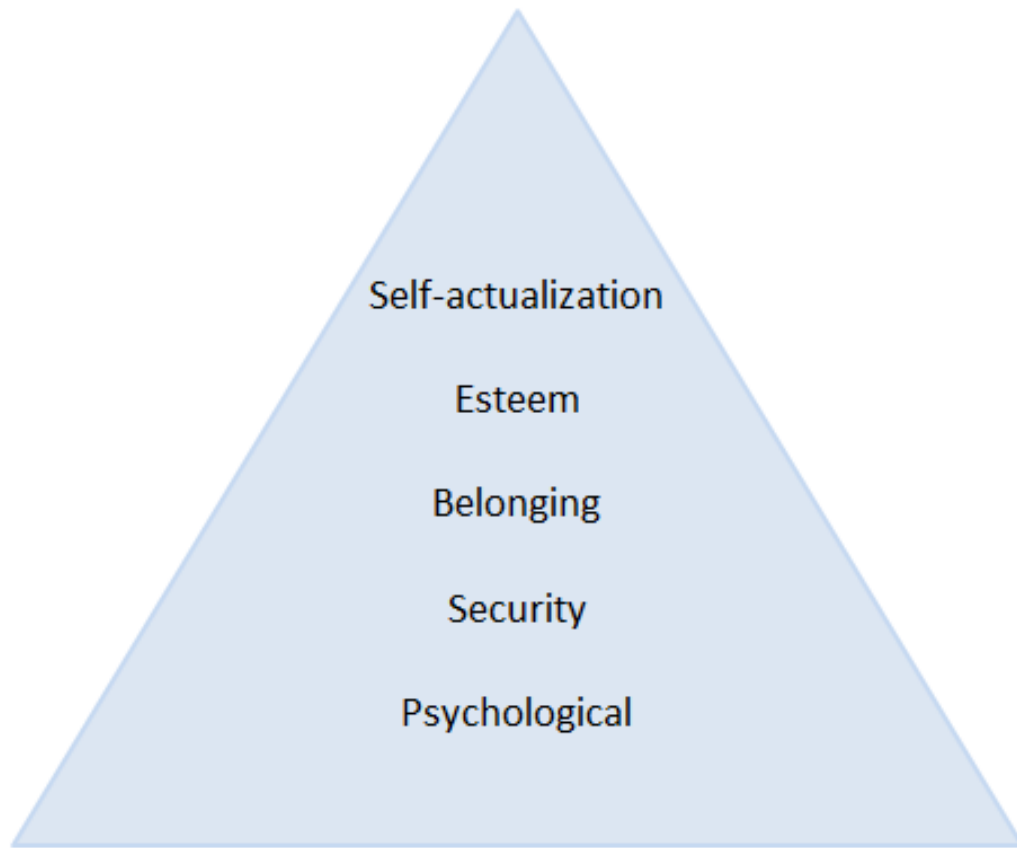


Figure 6: The hierarchy of needs (Maslow 1981)

Referring to this thesis, it is important to mention the Maslow's hierarchy of Needs to give a better understanding of the situations of the last decades. After the Second World War, the population had no shelters because the living areas were bombed, destroyed and the population was in famine because the agriculture had problems to produce and the infrastructure had problems to deliver the food to such an amount of people. (Heinzelmann 2008, xxiv.) Thus, first of all the people needed to satisfy their physiological needs. When the population has food, water, shelter and warmth, the population is able to state new requirements. The safety needs are security, stability and freedom from fear. This happened when the population had money to pay insurances, during the 60's. Now the next stage of the hierarchy of needs is the belonging and love. It includes friends, family, a spouse and love. The next two stages are supported by the trends of individualism and technology, which lead the people to the top of Maslow's hierarchy of Needs. (Rothenberger 2014, 1; Maslow 1981, 12.)

In conclusion, it is crucial to understand the connection between environmental circumstances that affect the behavior of the population concerning food products and

food behaviors and their needs. Those environmental circumstances can be wars, a new currency and an increase of markets or the changes of the society. All these factors have an impact on how the “Food trends” of tomorrow will look like. The current trends like technologic innovation, emancipation, globalization and individualism are linked with food products and eating habits and might modify the “Hierarchy of Needs”-model of Maslow (1981, 12.)

3 The Generation Y

Chapter three will relate to the Generation Y, which is the main target group of this thesis. Their profile will be presented, as well as which trends affect them and what kind of requirements they have. Due to the topic, the research aim is to obtain a relation of the Generation Y to the “Food trends” of the future.

3.1 Profile of the Generation Y

The people of the Generation Y were born between 1980 and 2000, this generation started working or going to school or university nowadays. To grow up as an only child was typical of this generation and therefore, they had the full attention of their parents and the grandparents. (Bund 2014, 10.) The people of the Generation Y would describe their attitudes as the following: demanding, disciplined, libertarian, self-confident and innovative. Baby Boomers, which is the generation born between 1955 and 1965, confirmed those attitudes but would add less disciplined but more willingness to take risks. The three most important motivational factors for Generation Y are pleasure, personal advancement and meaningfulness. (Wirtschaftspsychologie 2012.)

Obviously, the Generation Y mentioned only indicators that are part of the self-actualization, the highest level that can be reached on Maslow’s “Hierarchy of Needs”-pyramid (Maslow 1981.) In retrospect, the Generation Y grew up without the lack of items and without poverty or wars. Additionally, the needs of security, belonging or love are covered referring to the “Hierarchy of Needs” of Maslow. (Maslows 1981; Wirtschaftspsychologie 2012.) Secondly, the high attention and recognition of the family allow them, or even demands from them, to reach the highest level, the self-actualization to turn Generation Y’s dreams into reality because it is a generation with open opportunities to find their own way of living and a generation which grew up without any guidelines of their parents. (Bund 2014, 10.)

About 39 per cent of the Generation Y consumes food while watching TV or surfing the internet, which represents the highest ranking. Even 33 per cent of the Generation Y consumes chips or chocolate while watching TV or surfing the internet. Further-

more, the Generation Y has the highest number of people who consume food products to go, based on an analysis of the German population. (Techniker Krankenkasse 2013.)

3.2 Trends that affect the Generation Y

According to the “Zukunftsinstitut” (2014) there are ten mega trends in Germany at the moment: Individualism, Female shift, Silver revolution, Education, New work, Health, Neo ecology, Connectivity, Globalisation and Mobility. The following part does not mention all of the mega trends, but only the ones, which are important when talking about Generation Y and “Food trends” in Germany. These trends are first of all “Individualism”, and the “Female shift”, thirdly “Food and Globalisation” and last but not least “Health”. The researcher will explain how the decision of the mega trends was made.

The population of Germany was able to cover the stage of psychological needs up until the esteem level, according to Maslow’s hierarchy of needs (Maslow 1981). Thus, the population aims to reach the highest level, the level of self-actualization. Individualism is one part of the self-actualisation in which a person can make free choices to reach happiness and make the dreams come true. The lives of the people will be more favourable, they will feel freer and more as an individual. The individualism can be seen through the decreasing amount of family households and the increasing amount of pair and single households. This trend represents that every person has individual needs in order to fulfil the self-actualization level, as long as the environment is able to provide it. (Zukunftsinstitut 2014.) Watson (2010) agrees and supports the statement that people will live more and more alone and the amount of single households will increase. The result will be that the environment will concentrate on single persons.

The next megatrend faces only the female part of the population the “Female shift”. More and more women go to work and the emancipation builds up. Nowadays a woman is able to combine work and family but on the other hand, it is also worth mentioning that more and more men are cooking. (Zukunftsinstitut 2014.) Another author describes this development in a different way. According to Watson (2010) men

will behave more like women in the next years. Hence, men will take care of the children, cook food and make the household besides their jobs because of the increase of individualism. Women and men will have the same status and occupation in the future. Parents want to focus on their own life and career in combination with a family also without any restrictions. Both parents have to work, do the household, care for the children and make the food. This is a family structure that appears for the first time and is a big challenge for the industry, work places and society.

Nützenadel and Trentmann (2008, 1) stated that “Food and Globalization are inseparable“. The food industry was the first to operate globally. Experts agreed that the breakthrough of globalization took place in the last decades. According to other studies published earlier, globalization began before the start of First World War because it depends on the following sectors, namely the financial, the economic and the political sectors; only these sectors enable the globalization to work consistently. (Nützenadel and Trentmann 2008, 1-6.) This was the gateway for the growing economy in Germany. Nowadays, Germany is the biggest economy in Europe and on place four when it comes to economic importance worldwide. Germany is well-known for high-quality products and highly-skilled employees. Germany is steadily facing problems of producers offering comparable products at a lower price. The increasing global economy of countries like China and India compete worldwide. (Globalisierung 2014.)

Another mega trend is “Health” and it is directly connected to “Food trends”. This mega trends is divided into eating more healthy products, increasing the amount of vitamins and minerals and eating the right amount of food to have a healthy lifestyle. (Zukunftsinstitut 2014.) In the future outlook for the next 50 years, health is no longer going to be a separate mega trends, but it is more going to be part of other mega trends such as personalisation (Watson 2010).

3.3 Requirements of Generation Y

Based on the mega trends individualism, female shift, globalisation and health Generation Y has different and higher demands than their parents were able to have. The en-

vironment has changed a lot during the last decades causing new and more opportunities for the Generation Y. (Bakewell and Mitwell 2003, 95.)

Löhr (2013) stated general attributes to design a profile of Generation Y. This group segment is interested in trying new offers, discovering and experiencing unknown things. This is equally important for women and men in the group segment of the Generation Y, which represents the first equal attribute for both genders. That means they want to experience things on their own and are open to new products and services. Regarding the “Hierarchy of Needs”-model of Maslow, the Generation Y is able to cover all the levels.

Bakewell and Mitwell (2003, 95) agree with Löhr (2013) that the Generation Y requires experience when purchasing a product and it is no longer only the simple need for the product. In other words, they might not even need the product, but they desire to explore the unknown with an experience factor attached to it. Also, the generation aims at buying low-priced products with high-quality. Women of Generation Y are more willing to pay extra money for particular labels than men are. Thirdly, the Generation Y focuses on many brands but shows loyalty to a brand that has a suitable concept to them. Finally, the Generation Y is generally confused by the excess choice of products and requires a clear structure of products and labels. They complain about the amount of information available about each product which confuses them more than actually helps them with the decision making.

Overall, the Generation Y is a generation with new requirements and the need for many new experiences. Thus, the model of Maslow, “Hierarchy of Needs”, has to be modified and renewed. The Generation Y demands more than only the self-actualisation. The answer is presented in Figure 5 with a new version of Maslow’s hierarchy of needs.

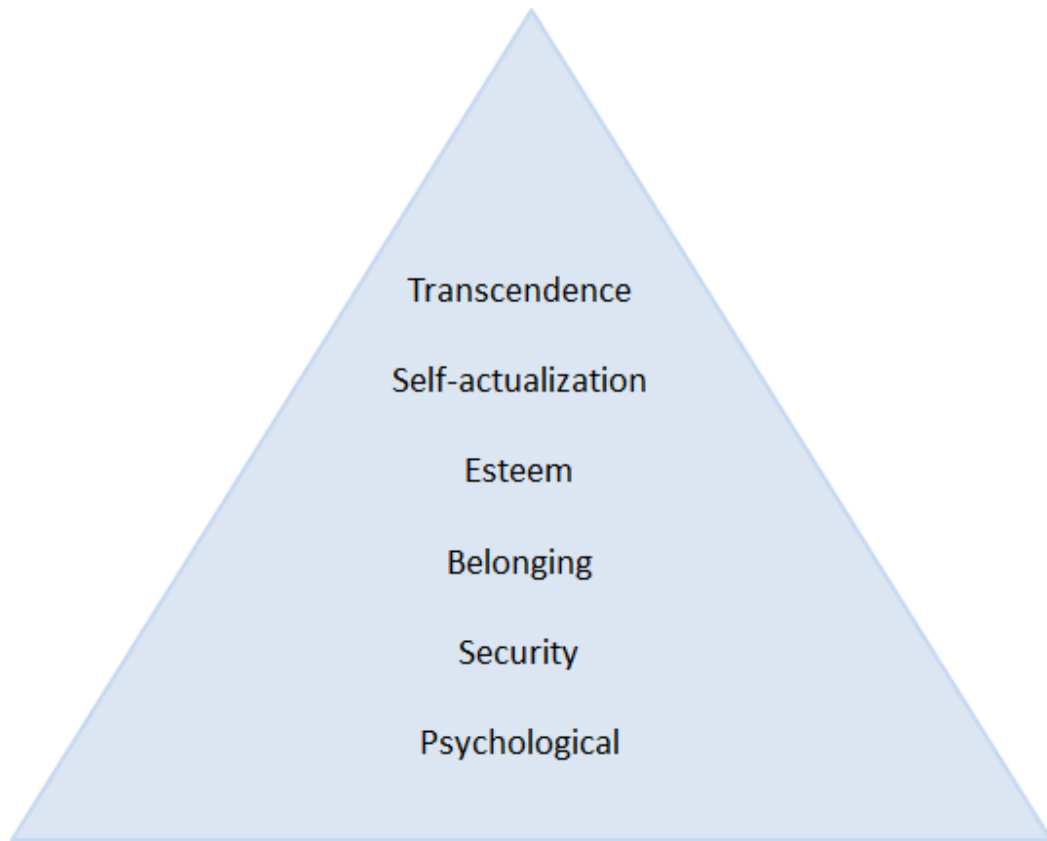


Figure 7: New model of the hierarchy of needs (Bakewell & Mitwell 2003)

The model is based on Maslow's original model with an additional level named "Transcendence". It is an approach in which people, who have already reached the "self-actualization" level, can aim for the next level, the "Transcendence", to increase their needs. "Transcendence" is a stage in which people aim to help other people to reach the next level. The aim is to see other people satisfied. (Bakewell & Mitwell 2003, 95; Löhrr 2013.) What does this modified model mean concerning food products and eating habits?

4 The future perspective of “Food trends”

On the one hand, the previous two chapters explained the food products and eating habits of the past and on the other hand, the new demands of Generation Y in Germany. Chapter four mainly explains and presents the “Food trends” that occur in Germany divided into five subchapters: Abandonment, the origin of a product, presentation of food products, re-useable food and sensual food. The subchapters’ aim is to answer the following question: What are the food products and eating habits of the future in Germany? This information is found in the following part, in the different segments of “Food trends”. The structure of this part is established according to the book of Hanni Rützler “Food Report 2014”. To make the topic as interesting as possible the researcher gives many examples and different opinions of chefs.

4.1 Abandonment

Abandonment is an eating habit in which a person avoids specific products. The person does not eat the product because of his or her religion, a product-intolerance or a specific approach to life. This trend is influenced since the population becomes more and more individualistic and more personalised. Hence, food products need to answer individual requirements. Even the restaurants are shaped by this development and are required to provide a suitable solution. (Rützler 2013, 16.) This subchapter will take into context the flexitarian and the lactose-free and gluten-free eating habits of the German population.

One German eats approximately four cows, four sheep, 12 geese, 37 ducks, 46 pigs, 46 turkeys and 945 chicken, which sums up to 1 094 different animals in a person’s lifetime (Rützler 2013, 17). The International Market Bureau of Canada (2010, 2) confirmed that the meat that is consumed most is chicken. Figure 6 provides a clear overview of the new eating habits in Germany 2013.

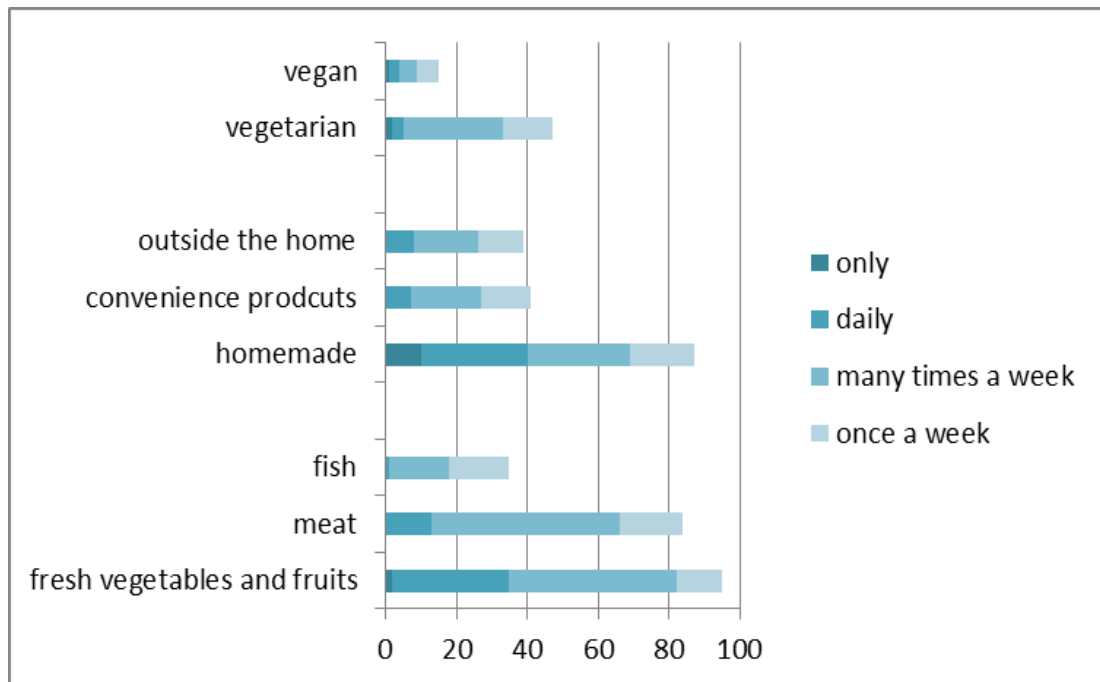


Figure 8: Eating habits (Bundesministerium für Ernährung und Landwirtschaft 2014b)

The “Bundesministerium für Ernährung und Landwirtschaft” (2014b, 3) quoted that there is a new development in the eating habits that 66 per cent of the German population eats meat on three days per week or less. Fish is eaten only by 33 per cent of the population once a week. Rützler (2013, 15) disagreed and stated that only 55 per cent eat meat or fish on three days per week or less. Only two per cent of the German population eat only vegetarian food and one per cent only vegan food at all. This is a very small amount in comparison to the people who eat both: vegetarian products and meat products. Approximately 42 per cent of the consumers prefer to eat vegetarian products and meat during the week, it presents a mixed eating habit. In other words people do no longer have one tendency they eat meat and vegetarian product and are no longer afraid to combine both eating habits. (Bundesministerium für Ernährung und Landwirtschaft 2014b, 3.) This development presents a new trend in which people eat vegetarian products and meat on a voluntary basis. This modification of eating habits developed to the trend “Flexitarian”. It is usually a person who eats only vegetarian products, i. e. who avoids meat or fish, but enjoys eating high-quality meat or fish in a reduced amount approximately once a week. (Rützler 2013, 15; JWT 2012.) But the consumption of meat and fish has increased by a high number during the last years, and has now stabilized on a high level (JWT 2012). What does this development mean?

Consumers recognized that they have to eat more responsibly, healthier and with more respect. The population recognized that being responsible towards the environment and the animals is crucial. Concerning the food consumption, people want to live a balance in which the consumption of meat is more reduced and the consumption of vegetarian products is developed. (Bundesministerium für Ernährung und Landwirtschaft 2014, 5; Rützler 2013, 15.) Another development will be that the consumption of meat will double within 2050 but the resources will shrink. Therefore, the prices of meat will increase and become a luxury product. It is a consequence of the high consumption of meat for which the environment is not able to cater for. (JWT 2012.)

Flexitarians are responsible consumers who enjoy eating meat or fish on special occasion (Rützler 2013, 15). Many restaurants respond to the trend and offer vegetarian menus or integrate the vegetarian style completely into their vision. Henkel (2014) for example operates a two Michelin Star restaurant in Germany and has implemented the vegetarian eating behaviour in the vision “Pure Nature” of the restaurant. The restaurant provides a six-course-menu, which can be extended to an eight-course-menu without any meat and fish ingredients for vegetarians. Most of the guests consume a vegetarian menu but not because they are vegetarian but because they are interested in trying vegetarian food.

As mentioned earlier, in Germany the population becomes more and more individual. The trend of intolerance and the decision to avoid specific food products have been increasing since 2000, the best known being lactose and gluten intolerances (Backes 2013).

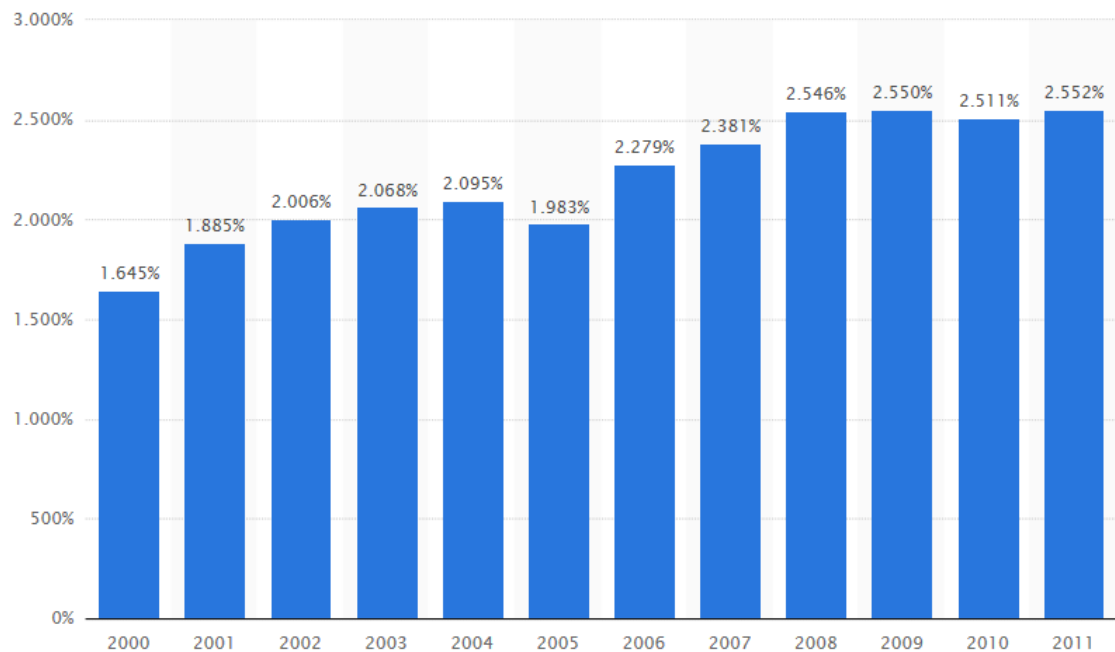


Figure 9: People infested by lacto intolerance (Statista 2014c)

The Figure 7 above indicates the amount of lactose intolerances, which raised from 1.64 per cent in 2000 to 2.55 per cent in 2011. (Statista 2014c.) Backes (2013) provides the information that 15 per cent of the German population suffer from lactose intolerance. Lactose is the sugar of dairy products such as yoghurt, cheese and curd cheese. Even products like cold cuts, puddings or cakes could contain lactose. People with lactose intolerance complaint about stomach ache while or after eating dairy products. Thus, the food industry introduced dairy products without milk sugar and started offering dairy products with sugar substitutes.

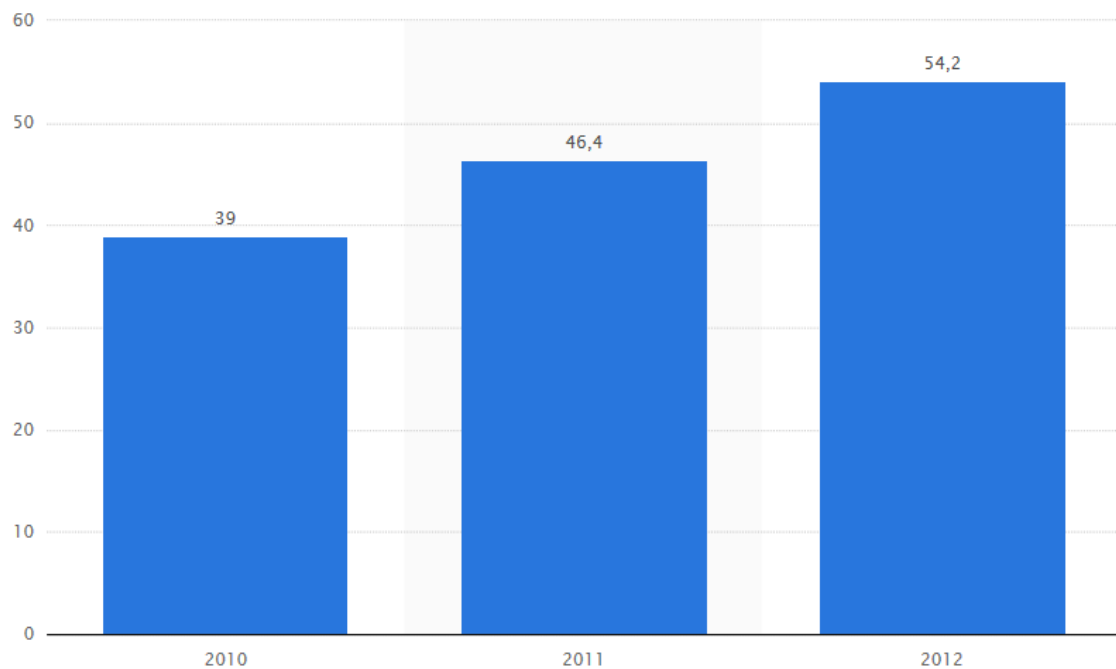


Figure 10: Amount of produced gluten-free products (Statista 2014d)

Other people suffer from gluten intolerance with gluten being a specific protein. It exists in all wheat products and related products. People complain of stomach ache after the consumption of gluten products. (Backes 2013). Statista (2014d) offered information about the purchase of those products, presented in Figure 8. During the last two years the amount of gluten-free products has boomed from 15 million to 20 million in Germany. Merlot (2013) stated about the uncertainty concerning gluten intolerance. Many people define themselves as being intolerant towards gluten but actually avoid eating gluten only in order to lose weight. Nevertheless, the food industry replied to the intolerance trend and offers products with substitutes. Alnatura, a German grocery shop, is oriented towards providing natural biological food products and has a wide product variety of lactose-free and gluten-free products (Alnatura 2014).

4.2 Origin of food products

In the next part the focus will lie on the origin of a product, i.e. if the product is a global or a local product. Furthermore, the text will deal with the preparation of the food products. Globalisation enables the population to acquire a wider variety of products. The population knows that it can demand products from all over the world

based on the current economic and political situation. (Globalisierung 2014.) In contrast there is the trend of using local resources, respecting the environment and using fresh food products. Thus, the purchase of food products from the region gets more and more attention and converted into a trend. (Rützler 2013.)

Asia was one of the first areas where people cooked. Nowadays Asia is the benchmark for many industries and it is developing quickly. Rice, coriander, citron grass and chilli are originally from Asia and have become more popular in Europe over the last years. The Asian cuisine has become more accepted in the diversity of gastronomy during the last years. The consumer defines the variety of food products because of the globalisation as normal and requires a new experience to satisfy his or her needs. Additionally, the numbers of tourists from Asia is steadily increasing from 3.8 million in 2003 to 7.1 million tourists in 2013. This causes an increase in attention for global cuisines and the developed amount of international restaurants, in this case the amount of Chinese restaurant. (Rützler 2013, 68.)

On the one hand, “Fusion cuisine” is the process when raw materials, herbs or products from different countries converge during a cooking process together and become one end-product. On the other hand, “Fusion cuisine” combines different cooking styles from different cultures. A combination of different food products and cooking styles is possible. Chefs define the most likely combinations are from Asian and European, French and Vietnamese, Peruvian and American. The aim is to present the meal as exotic, adventurous and different. The result of the food products will be healthier and easily digestible. Raue is a chef from Berlin who is well-known for his “Fusion cuisine”. He integrates food products and styles of preparation from China into his dishes. (Rützler 2013, 68.)

Henkel (2014) uses a lot of global products to optimize his menus. He uses the approach to implement different food products in the menu to optimize the result and to outbid the expectations of the guests. For example “Raz el hanout” that is a moroccan herb mixture, “Amaranth” from Africa or “Miso soup” from Japan are part of each courses in the menu. Nevertheless, fusion cuisine does not only exist in the

fine dining sector, but it is part of the daily life. The “Cronut” is an example which is the combination of a croissant and a donut combined to one product and available in bakery shops. (Ansel 2011.)

The trends in fusion cuisine will be the exotic mixing of ingredients with the approach to mix up new products and cooking styles to receive a new unknown product. The change of hierarchy of local and foreign is welcome in the kitchen. (Rützler 2013, 68). However, Pakou (2012, 13) stated that the population of Germany prefers to use products from European countries for the dishes and it is not that closely connected to the Asian countries concerning food. Nevertheless, Rützler (2013, 68) argues, the trend to use food products from all around the world, especially China, will increase and will become more common within the food production.

Opposed, the trend “Regional food” means using more products from the region and thus it is crucial for the German population to buy and use products of the region. About 60 per cent of the men and 64 per cent of the women agreed to this statement. Therefore, the food being of local origin is the most important factor during the selling process of food in Germany and the population is willing to pay approximately €56 per year for it. (Bundesministerium für Ernährung und Landwirtschaft 2014, 5; Pakou 2012, 40.)

Different approaches were established to gain products from the region during the last years. One approach is to gain the food products from a garden, which can be either an allotment, on a skyscraper, or the garden next to the flat or house. It is the space where a person can decide on this or her own which products to consume and therefore, to plant. On the one hand, the consumer reduces transportation, saves the purchasing time and receives regional products. (Rützler 2013, 29; JWT 2012, 35.) And on the other hand, the consumer is able to be a self-supporter and it is an approach to satisfy needs (Rützler 2013, 32). Alternatively, consumers can buy the products from local farmers. Then, however, the consumer demands that the product is of high-quality and that the farmer works sustainably and avoids genetic engineering. The population trusts the farmer 79 per cent to work according to the factors mentioned

above. (Bundesministerium für Ernährung und Landwirtschaft 2014b, 10.) Additionally, the baby boomer segment is willing to pay more for food products of high quality. (International Market Bureau 2010, 8.)

Besides the “Fusion cuisine” Henkel (2014) uses mostly products from the garden and food products from the local farmers. He plants seasonal herbs in his garden next to the restaurant, which he incorporates in his menus. Most of the fish are caught in the Rhein River, which is located close to the restaurant. The meat is mostly from the “Muensterland” which is a big forest with a lot of wild animals. For Mr Henkel it is very important to use as many local ingredients as possible and to know the farmers well.

4.3 Food product

Within the last years, many discussions came up and new regulations were implemented concerning food products. Many customers complain about the unknown contents of many food products. Further, many new biological food producers provide new labels for biological cultivation, which are not clarifying but rather confusing. The following part offers the new trends “True food” and “Curated food” which will clarify the situation.

“Do not eat any food that your grandmother would not recognize as food” (Rützler 2013, 64). “True food” aims to counteract the food product industrialisation. The industrialisation produces food products, which are no longer recognizable for customers. Thus, chefs cook in open kitchens in their restaurants to guarantee their guests an insight into what they are doing and to increase the trust of the guests. In an open kitchen in a restaurant, the guest can trace the food preparation. Secondly, “True food” is the presentation of a food product in a condition in which the guest is able to recognize the food product. This means that the food is presented in the most original way possible. Practically, the chef would keep the root of a carrot on the plate. (Rützler 2013, 64.) According to “Techniker Krankenkasse” (2013, 17) the presentation of the food needs to be more clarified to offer trust and originality to the consumer. The consumer will be able to see what kind of food he or she is going to consume. This will

lead to the second statement that food will be used as a raw material without any additional ingredients which enables people with eating disorders to eat it. The soft preparation, original ingredients and easy recipes will support this new food trend. (Techniker Krankenkasse 2013, 17.) Rützler (2013, 64) supports the argument of “Techniker Krankenkasse” that the starting product should be experienced in its originality. The courses will be clearer and more structured to present the main component in a simple way.

Continuing, the trend “True food” develops and encloses the restaurant, the employees and the vision of the kitchen. Nevertheless, presenting a true food product does not satisfy the trend. The customers require that the whole performance of the restaurant reflects the trend. Therefore, the vision needs to tell a true story to the customer, backed up by transparency in food preparation, a competent employee who is able to answer questions and a matching interior design.

Bouley, a chef in New York, presents an absolutely new dimension of “True food”. He uses the technology with flat screens in his restaurant on which the guests are able to see the farmers, ranchers and cheese producers presenting their work. (Rützler 2013, 64.) Another example is Henkel (2014) who lists the different courses of his menu according to the main ingredient. For example “corn” is presented in different structures and forms. Through this practice he aims to present the origin of the products and the variety of a food product.

The aim of curated food is to provide the consumer an easy but healthy solution for shopping, cooking and consuming food. “Curated food” is the development of food abundance of the 21st century and the consumer’s need to consume healthy food of higher quality. Grocery shops have different products and too much of them. Consumers are overwhelmed by the wide range of products and perceive it as overcharging and depressive. The large product variety does not increase the customer’s satisfaction, but has rather the opposite effect, as customers are disoriented and irritated. Additionally, this phenomenon is supported by the diversity of quality seals. Those quality seals determine the good quality or biological origin of a product but do not tell the con-

sumer which product they should buy. Even the regulation of the government does not release the situation and facilitate the customer which product to buy. The approach of home brands or special offers of a grocery shop provides the customer a sort of pre-selection. (Rützler 2013, 11.) About 83 per cent of the Germans do not trust the signs on the products which describe either the status of the quality or the region. No official standards exists and this supports the statement of Hanni Rützler. (Bundesministerium für Ernährung und Landwirtschaft 2014b, 6.)

The food shops of the future will be either budget shops, that ensure low prices for food products or biological food shops that provide high quality products. Hereby, the population is divided into people with a low income and high income category. (Rützler 2013, 12.) In numbers, 93 per cent of the German population shop in supermarkets, 93 per cent go to high-quality shops and 90 per cent buy products from low-budget shops. Other possibilities of buying food products are markets, farmers or internet shops. Hereby, the internet online distributions shows the lowest amount with 10 per cent (Bundesministerium für Ernährung und Landwirtschaft 2014b, 4.) A significant difference in shopping behaviour can be seen when looking at the age of German inhabitants. Consumers below the age of 30 use low-budget shops, people between 40 and 59 go to high-quality shops and consumers above 60 use the markets. This analysis confirms the statement made before, that the purchasing approach is divided through the income level. The Generation Y, until 30 years, has the lowest income and the Baby Boomer, between 40 and 59 years, has the highest income on average (Bundesministerium für Ernährung und Landwirtschaft 2014b, 4.) If consumers buy products directly from the producer, they experience a higher level of education. (Bundesministerium für Ernährung und Landwirtschaft 2014b, 4.)

The population understands the importance of health much more, and they do not perceive it as destiny anymore but more independent. The grocery shops do not support the consumer to purchase healthy products because the overwhelming amount of products is additionally unsettling the customer. The clear product variety is missing that could help the customer to find a healthy suitable product. On the internet first homepages can be found which have preselected offers. Those homepages “www.life-

curated.com/homegoods” are seen as a “purchasing aid”. Additionally, other homepages were established which offer recipes for a curated food production. And restaurants follow the trend of curated food “lyfekitchen”, which offers healthy and high-quality products. (Rützler 2013, 13.)

Curated food includes freshness of the products and cleanliness of the store (Rützler 2013, 12; Pakou 2012, 18). Rützler (2013, 54) presented a company called “Kochhaus” that operates with cooking solutions. The assortment in the shop is no longer stored in product groups but rather in different recipes for hobby cooks or experts. It has 18 different recipes in a 2 or 3 weeks changing process from salads, soups to pasta, meat and fish recipes. The recipes are presented on big tables with indications of quantity, including a step by step recipe with pictures. This enables a faster and easier food purchasing process.

4.4 Re-use of food products

Due to new laws it is not possible anymore to use leftovers to feed animals or give them to homeless people. The answer to reduce food waste is to be aware of the right amount of food during the buying process and afterwards to recycle the leftovers. That means to cook meals with those leftovers according to the principle of “only the idiot throws it away”. (Rützler 2013, 38.) Nevertheless, yearly 1.3 billion tons food products are thrown away or go to waste in the supply chain. The awareness of this occasion increases and new approaches are implemented towards a sustainable nutrition. (Rützler 2013, 35.) According to a study of “Bundesministerium für Ernährung und Landwirtschaft” (2014b, 8) 35 per cent of the German population throw their food leftovers away while the quality of the food is still perfect.

Rützler (2013, 35) quoted the new eating habit “Safe food”. The food waste decreases with the trends “Individualism” and “Neo-ecology” because each and every person is able to do something for a sustainable lifestyle and feel responsible. Reasons for the food waste are that the amount of food that was cooked was too much, the date of expiry has been reached or the consumer has bought too much food in the purchasing process. Significant is the argument that Generation Y is the one and only generation

that throws away the most food products. (Bundesministerium für Ernährung und Landwirtschaft 2014b, 8.) People have recognized the importance of raising the awareness of negative impacts of food waste and the need for taking responsibility and introducing re-usable food. (International Market Bureau 2010, 2.) Hanni Rützler argues that the new tendencies are: to reduce the food waste, to act more responsibly and sustainably. People rethink and aim to buy only the right amount for themselves and to buy products that do not look perfect. (Rützler 2013, 35.)

Another possibility offered through the internet is a platform where private people, traders or producers provide food products without charge. The idea is to reduce resources, cook together with neighbours or to have someone that can use the leftovers of the fridge before the owner goes on holidays. (Rützler 2013, 38.)

The answer Henkel (2014) presents to this trend is to use every part of the food item. For example the main ingredient in a vegetable dish is presented in different structures and combinations with the aim to use everything out of the product, i.e. the skin of the product for the sauce and the main ingredient in different forms like mashed or as jelly. This cooking style reduces the amount of food waste and responds to the trend of re-use food.

4.5 Sensual food

Sensual food uses the different senses, i.e. smell, hearing, sight and taste to increase the experience of food. Restaurants adapt to this food trend with implementing new presentations of food and play with colours and structures of the product. Music becomes a major part in a restaurant and supports the guest's experience during their lunch or dinner. This is supported through the interior design and furniture of the restaurant. The vision and mission of a restaurant has to be visible for the guest in the restaurant. The last important element of sensual food is the taste of the food. The ability to taste salty, sour, sweet or bitter will come back. The industry operates on new trends by optimizing flavours and consistencies. Fine-dining now recovers the different sorts of vegetables to respond to the trend of sensual food. Moreover, food needs to

offer adventure, fun and surprise. This point is crucial to the Generation Y as it always offers new experiences. (Rützler 2013, 25.)

Schindler (2013) highlights the importance of experience during the food consumption which is crucial for the customers. It is no longer enough to only provide food, but the requirements are to eat food and to be entertained during the stay at the restaurant with the support of the different elements, mentioned above, which are the presentation of the food, the music, the interior design and the furniture of the restaurant and the importance of the taste of the food.

Backes (2013) argues that sensual food is only about the food itself. This means the taste of a food product not the music, interior design or preparation of a food product. Backes (2013) supports the statement of Rützler that especially the chefs use vegetables to optimize the different taste to a more sensual food consumption. Hanni Rützler defines this part of sensual in a more detailed way with the following explanation. The mouth has different approaches to chew and every mouth does it differently. Further, the way of chewing in our mouth determines the individual awareness of food taste. Sight is ranked as the most important sense during the eating process. The sensual food focuses on the smell and taste. (Rützler 2013, 25.) The aim of sensual food for the future is to respond to the trend of individualism. Every consumer wants to experience something that is different. Apart from the food product itself, designers create new sets of cutlery or wine glasses to influence the awareness of taste. (Rützler 2013, 26.)

The Schlosshotel Lerbach with the Chef Henkel adapts to the food trend “Sensual Food”. The vision of the restaurant is “Pure nature” combined with vegetarian food products, herbs and flavours. Thus, the restaurant’s interior and its decoration are mainly brown and green to focus on the vision. The music of the restaurant is a comfortable sound suitable to a relaxing stay at the restaurant and referring to the vision of the restaurant. The items on the menu and the wine list of the restaurant are made out of natural products. Additionally, Henkel designed plates in cooperation with Elverfeld, the chef of the three Michelin star restaurant “Aqua”, which are produced

by Fuerstenberg. The design of the plate provides a new experience for the the guests and a new interpretation of the dishes with the different ingredients. Henkel transformed all necessary parts of sensual food including the food and the taste. The food and the taste of it was discussed in more detail in the previous subchapters. (Henkel 2014.)

Lastly, the researcher designed an own figure, which implements the four mega trends, i.e. “Individualism”, “Female Shift”, “Globalization” and “Health” and modified the “Hierarchy of Needs”-model according to Maslow. Furthermore, on the right hand side the “Food trends” are listed, beginning from “Food Waste”, “Intolerance”, “Flexitarian”, “Sensual Food”, “Curated “Food”, “Fusion Cuisine”, “True Food” and “Regional Food”.

The four mega trends were discussed in chapter three in context with women’s Generation Y since those trends affect them and occurred in the right timeframe. Nevertheless, the order of those mega trends has a meaning. The layout of the “Hierarchy of Needs”-model according to Maslow is newly created. Maslow designed the needs in a pyramid with a broad base, with comes to a head at the top. It does not give the impression for further development because the peak appears as an end. Hence, the researcher designed a new layout, which now shows a pyramid pointing the other way round, as Germany does no longer face a difficult situation, marked by wars and a bad economy where psychological and safety needs are of top priority and require a large amount of attention. The bottom is still necessary but diminished and the female Generation Y attaches more effort towards fulfilling belonging, esteem, self-actualization and transcendence. Thus, the space of those objectives appears larger and furthermore, has no tip enabling further developments.

“Food trends” are placed on the right side of the graph to indicate a connection of the “Hierarchy of Needs”- model and the “Food trends”. The researcher got the impression that regional food and true food are placed as the basis of “Food trends” according to the experts’ statements. “Fusion cuisine”, “Curated food” and “Sensual food” are further developments and referring to globalization, belonging and esteem. “Flexi-

tarian”, “Intolerance” and “Food Waste” are developments which lead to self-actualization, “Transcendence” and “Individualism”, since they give the opportunity to create individual products and it is an approach which reduces food waste, which helps others to be and feel better.

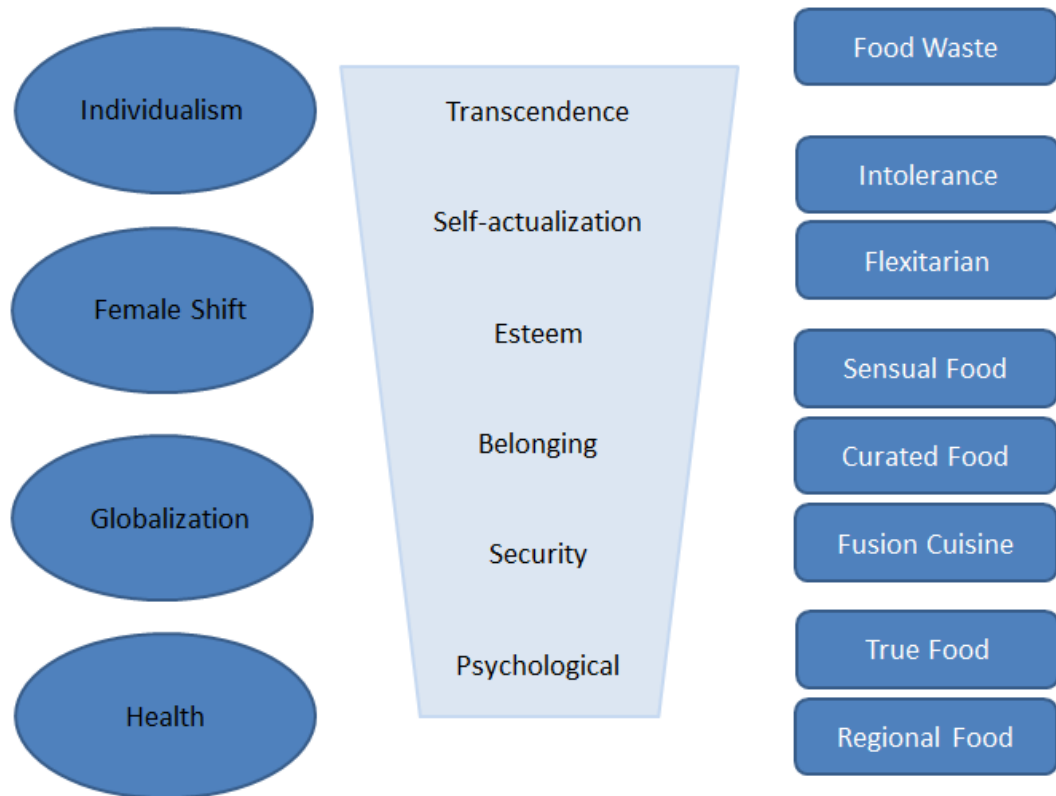


Figure 11: Modified and combined model (Schmeling 2014)

5 Methodology

After presenting the theoretical framework, divided into three chapters: chapter two: development of food, chapter three: Generation Y and chapter four: “Food trends”. This chapter will identify the methodology that aims to answer the research question. Again graph 9 will present the three research questions that the researcher aims to answer.

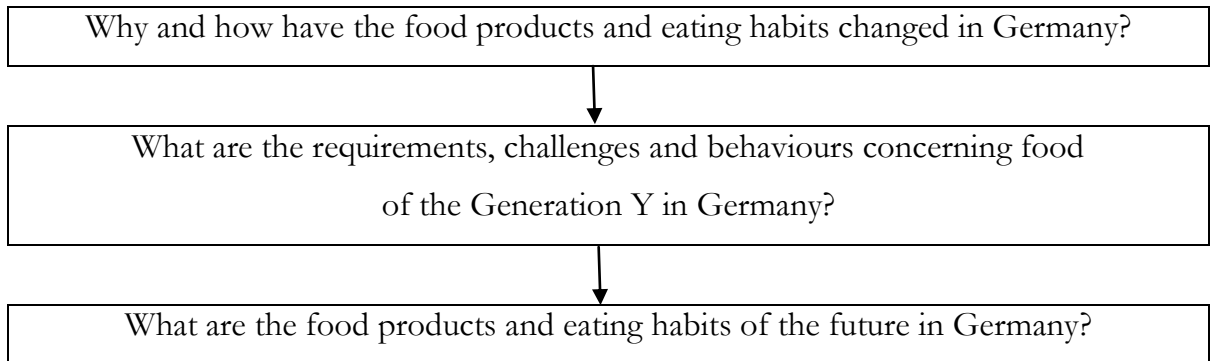


Figure 12: Research questions

The theoretical framework is based on secondary research to obtain the information of experts in the field of food development, Generation Y and “Food trends” in Germany. Thereby, books from experts provide necessary information backups, whereas articles allowed finding out the latest developments concerning “Food trends”. The statistics provided an outline to support the understanding of the written part.

In the following, the approach of the primary research is explained and thus, divided into research approach and research strategy. Then, the description of the procedure is explained in detail. Finally, the limitations of the research strategy are defined to conclude the chapter of methodology.

5.1 Research approach

Scanlon (2000, 6) stated that primary research can be either a qualitative or a quantitative approach but the primary research approach depends on the research questions. Further, it is crucial to choose the correct primary approach to receive high-quality results, which will answer the research questions. (Wilkinson 2000, 20.) Tashakkori,

Teddlie and Teddle (1998, 61) define quantitative questionnaire that the quantity of responds are the main focus of approach whereas qualitative questionnaire produce more quality in results it is more intensive but the amount is less.

The thesis topic “The “Food trends” of the future with the focus on women’s Generation Y in Germany” is extremely comprehensive and hence, the topic was narrowed down and focused on the female Generation Y in Germany. Further, the researcher is interested in providing an overview of the situation. Consequently, the researcher decided to use a quantitative survey that enables to deal with a complex topic and gain a wide range of respondents.

The research approach of the dissertation is a quantitative questionnaire. On the one hand, it gathers private questions concerning the respondents and on the other hand, it obtains specific questions concerning food products and eating habits based on the theoretical framework with the aim to answer the research question. The quantitative approach facilitates closed questions, which limit the respondents in the answer approach. Nevertheless, the quantitative questionnaire approach partly includes open question and therefore, the quantitative approach consists partly of a qualitative approach. The qualitative approach is unstructured and enables wide-ranging answers. A qualitative approach investigates people’s individual thoughts, habits, requirements and wishes. Those qualitative results are crucial to get meaningful and trustful results (Scanlon 2000, 7-8; Tashakkori, Teddlie & Teddle 1998.)

5.2 Research strategy

The research strategy is to use a quantitative questionnaire that should provide a wide range of responses referring to the complexity of the topic. Furthermore, through the usage of a quantitative questionnaire, partly including the qualitative approach, it is possible to receive new data, which are unknown to experts and necessary to know to provide a suitable food product and comfortable eating habit experience. Scanlon (2000, 9.) underlines

Additionally, the questionnaire is made in German to ensure that the respondents are able to understand the questions and are not confused to answer a topic which is examined in Germany in a different language. Further, in order to create the questionnaire as user-friendly as possible, the questions vary from open and closed questions to obtain diversity in the questions. Secondly, the amount of questions was chosen in order to avoid early terminations and make the questionnaire as interesting as possible. Hinds (2000, 44) argued that open questions are in comparison to closed questions the better choice to prevent a tick off. Additionally, the last open question gives the respondents the possibility to voice personal thoughts, wishes and requirements concerning the thesis topic.

Additionally, the strategy of the last open question is to receive a new direction of requirements and thoughts of the female Generation Y. Due to the first three questions, the quantitative questionnaire asked personal questions to ensure that only women will answer the questionnaire to increase the reliability and validity. Questions four to nine cover the theoretical framework of “Food trends” and require referring answers. The last question, question 10, facilitated a personal opinion of the respondents concerning the main topic of “Food trends”.

Thus, the results gathered from the quantitative questionnaire, supported with qualitative questions, answers the research questions and apart from that it is possible to receive a new understanding of the needs of the female Generation Y concerning “Food trends” in Germany. (Tashakkori, Teddlie & Teddle 1998, 28.) The strategy to implement partly qualitative questions increase quality of results and give more deeper insights.

5.2.1 Customer questionnaire

The questionnaire is divided into two segments, the first segment referring to the personal attributes and the second segment referring to the usage of specific food products and eating behaviours.

The first question asks for the age, the second question asks for the gender and the third question asks for the occupation of the respondents. The aim of the first segment was to design the questions as simply as possible with the approach of closed questions which are more timesaving and more efficient. Overall, the focus on the first three questions was to avoid confusion through the approach to use a carefully chosen personal attribute questions.

Questions four to nine were closed questions, partly including one open question for further insights, in different styles. Question four asks the respondent for food product's intolerances with a closed question. Question five concentrates on which origin consumers prefer for food with the help of a multiply tool and also some space for other answers. Question six detects different criteria that are important for the respondents during the purchasing process with a matrix tool of five criteria between very important und very unimportant. Question seven asks for the preferences of the respondents concerning eating habits through a matrix tool of five different criteria between very important and very unimportant. Question eight discovers reasons of the respondents to throw food products away with a matrix tool of four criteria. Finally, question nine concentrates on the importance of different aspects in a restaurant for the respondent, which were arranged in a ranking tool.

In the last question, number ten, the respondent had a space to give personal requirements, eating habits and wishes of food products. This was the one and only open question that was designed for the questionnaire.

Based on both the expert's information gathered during the secondary research and the responses to the questionnaire of the primary research, the researcher can build up statistics.

5.2.2 Limitations

The researcher deals with a topic concerning Germany, while abroad in Finland. It might limit the researcher to gather necessary information and additionally use the information via the library of a foreign country.

The aim of the dissertation is to answer the research questions earlier mentioned through primary and secondary research. The researcher aims to answer the research questions mainly through personal findings in the primary research. Nevertheless, the thesis topic itself has a wide range despite concentrating on the female Generation Y in Germany. Hence, it might be difficult to find results mainly through a questionnaire.

Someone might argue that the approach of using only an online quantitative questionnaire is not adequate and enough to answer the research questions. There is no possibility to answer questions which might arise during the answering process. Further, the amount of questions, totally ten questions, which were asked, might not be sufficient and detailed enough. Additionally, it is obvious that the 110 respondents are not enough to generally provide new information for the entire women of the Generation Y in Germany.

The questionnaire was sent via link in facebook to possible participants and to get a higher number of results the researcher asked people to distribute the questionnaire to further friends. The problem is that some friends sent the link to male members of Generation Y and thus, the results include five answered questionnaires of males.

Due to the country researched, Germany, the researcher concentrates on the west part of Germany. Germany was divided into two parts between 1961 and 1989. Since the west part of Germany is bigger the researcher will concentrate more on the west than on the east part of Germany.

5.3 Description of procedure

In general, the procedure of the quantitative questionnaire was elaborated to work efficiently and to follow the guideline of the thesis timetable. First of all, the researcher conducted a test run to generate a clear outline and structure of the quantitative questionnaire. After receiving a positive feedback of the test questionnaire, the real questionnaire was used to answer the research question. The following part explains the several steps in more detail.

Based on the theoretical framework the quantitative questionnaire was designed. The researcher decided to use an online questionnaire tool. This tool is able to operate on a laptop, tablet and mobile phone and guarantee responses of the asked group segment, since the Generation Y uses preferred digital devices. Further, the researcher operates from Finland while the respondents live in Germany. Due to this fact the research used the online tool to have access to the female Generation Y in Germany. Additionally, the researcher paid a lot of attention to the design of the questionnaire, as the visual part has to be appealing and structured. The online questionnaire tool facilitates a good result with the support of social media, which is a customer oriented way. (Bakewell & Mitwell 2003.)

The questionnaire tool was open between the 10th March 2014 and the 10th April 2014 which are exactly four weeks. The link was sent via a facebook message, which connects the respondents to the actual questionnaire. It was possible to address every respondent personally on facebook with a message that includes the link to the quantitative questionnaire. The respondents had to answer every question in order to be able to continue with the next question, which led to the fact that complete questionnaires were received. Altogether, 130 people of the group segment Generation Y in Germany were kindly asked to answer the questionnaire. The 130 questionnaires were sent in three steps, on the 10th March, 12th March and 14th March, to optimize the number of respondents. In between the first seven days, the most respondents finished the questionnaire and additionally, the researcher sent reminders to the respondents with the request to answer the questionnaire. Finally, the researcher received a total number of 110 respondents within four weeks.

The respondents were asked personally via facebook to follow the link to the questionnaire. Additionally, friends supported the distribution with links to further friends. The language of the questionnaire was German to guarantee a perfect understanding of the questions and decrease the language barrier.

6 Data collection

This chapter concentrates on the presentation of the findings made within the primary research with the quantitative questionnaire concerning “Food trends” among females from Generation Y in Germany.

The chapter is divided into three subchapters. First of all the profile of the respondents who made the questionnaires is presented. Then, the findings that are received within the questionnaire are presented. Thirdly, the researcher provides the analysis and presents the most significant findings of the primary research. Finally, a summary of results is offered which will indicate the most important parts of results.

6.1 Profile of respondents

All in all, 110 participants out of 130 answered the quantitative questionnaire of the researcher that aims to answer the research questions. The quantitative questionnaire was made only with the support of an online tool within four weeks. All the participants were kindly asked to answer the questionnaire anonymously, without providing names or detailed personal information because the findings of the questionnaire will to be presented in the thesis.

The following figures will provide all asked questions concerning private information. Figure 10 provides the age of the respondents to ensure that the respondents are in the age limitation of the Generation Y. The question consists out of four different age limits; between 18 and 20 years, between 21 and 23 years, between 24 and 26 years and finally, between 27 and 30 years. The most respondents with 42.7 per cent are between 21 and 23 years and followed with 39.1 per cent being between 24 and 26 years old.

1. How old are you?

Number of participants: 110

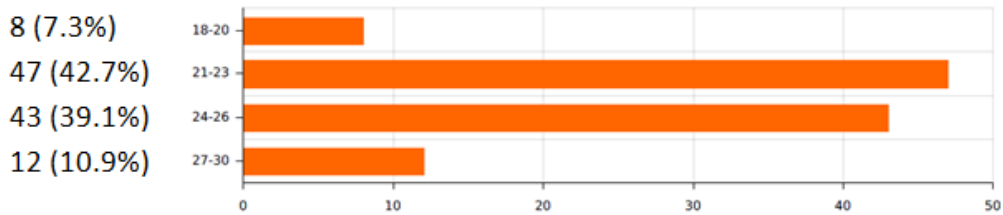


Figure 13: Question one (Attachment 1)

The next question was necessary to ensure the respondents are women due to the dissertation's topic, which concentrates on women. 95.5 per cent which are 105 in total numbers of the participants are women. Nevertheless, men answered the questions with 4.5 per cent which are 5 people out of 110 participants. In conclusion, the main gender which answered the questionnaire was female.

2. What is your gender?

Number of participants: 110

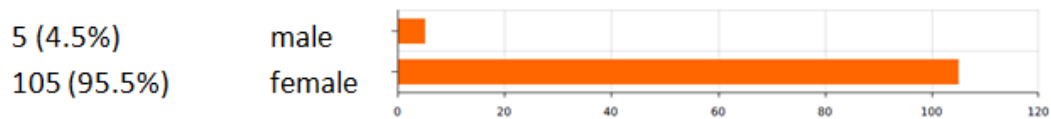


Figure 14: Question two (Attachment 1)

The last private question of the questionnaire refers to the occupation of the participants at the moment. The options to answer were pupils or students, employees, independent workers or job-seeking. None of the participants were seeking a job, 1.8 per cent were independent workers, 36.7 per cent were employees and finally, the highest amount were pupils and students with 65.5 per cent.

3. What is your occupation at the moment?

Number of participants: 110

72 (65.5%): Pupils or Students

36 (32.7%): Employees

2 (1.8%): Self-employed

0 (0.0%): job-seeking



Figure 15: Question three (Attachment 1)

As it can be seen from the first three private questions of the questionnaire, the most participants are women between 21 and 26 years who are pupils or students at the moment. This is necessary to keep in mind and can be seen as the fundament of the presentation of the following findings. On the basis of private questions the researcher is able to analyze the questionnaire's results and to provide a conclusion concerning "Food trends".

6.2 Presentation of the findings

This subchapter will present the next questions, between question four and ten, of the questionnaire with the according results of the questions towards the "Food trends" of the future with the focus on the female Generation Y in Germany.

Figure 4 below presents the results of the question concerning the food trend "Lactose-free and Gluten-free eating habit". Out of the 110 respondents, 10.9 per cent answered that they have an intolerance of lactose or gluten food products whereas 84.5 per cent disclaimed that they would have an intolerance of lactose or gluten products. Further 4.5 per cent confirmed that they do not have an intolerance of lactose or gluten but avoid eating those products that include lactose or gluten.

4. Do you have lactose or gluten intolerance?

Number of participants: 110

12 (10.9%): yes

93 (84.5%): no

5 (4.5%): no, but I prefer to eat lactose- or gluten free products



Figure 16: Question four (Attachment 1)

Further on, question five discovered the preferred foreign food products of the female Generation Y in Germany. The participants had the possibility to choose several countries and additionally an open answer for further foreign food products. Options given were Chinese, France, Thailand, Italian and other due to the open question. From the given answers by far Italian is number one with 93 participants ticking the answer, which equals 84.5 per cent. Thailand, Chinese and France received similar rankings, ranging from 31.8 per cent to 38.3 per cent. While France is a European country the other two are not. The open question resulted in ten new answers apart from the given options. India was mentioned five times, followed by Greece and Turkey which were both mentioned twice. The other countries were stated only once and were Persia, Japan, Austria, Spain, Morocco, Korea and Arabia.

5. Which country's nutrition do you prefer?

Number of participants: 110

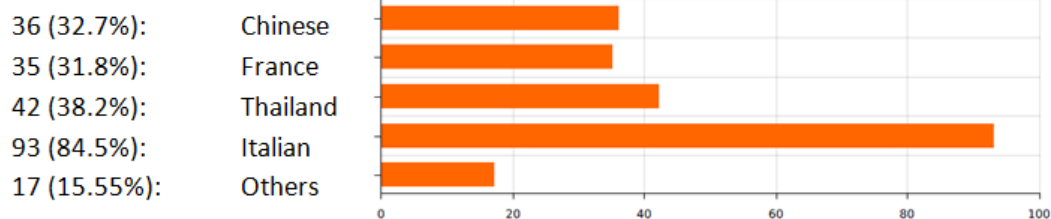


Figure 17: Question five (Attachment 1)

Question six, in Figure 15, dealt with the participants' important criteria during the purchase of food products. The question was a matrix with vertical options: price, quality seal, label, appearance of a food product and seasonality of a food product. The horizontal line was divided into very important, important, neutral, unimportant and

very important. For the women's Generation Y in Germany, the most important criteria is the appearance of the food product, followed by a seasonal food product, price, quality seal and finally the brand of a food product. The one and only criteria that was not named as very unimportant was the appearance of a food product. Price, appearance and seasonality are important for the participants of the questionnaire.

6. Which criteria are important for you during to purchase a product?

Number of participants: 110

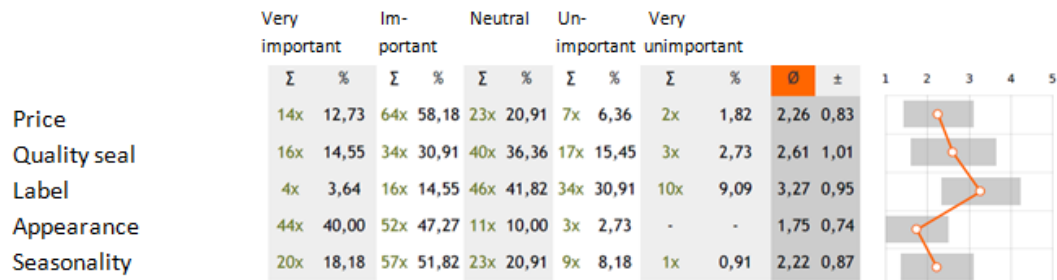


Figure 18: Question 6 (Attachment 1)

Continuing, question seven discovered the preferences of the questionnaire's participants concerning eating meat or vegetarian, purchase in a biological shop or grocery shop and regional food products or global food products. The first case presented the widest variety of eating habits including meat and vegetarian. The preference of the food shop was clearer and the tendency was obviously towards grocery shops rather than biological shops. The last case, is again more mixed with a little tendency that people buy rather regional than global food products.

7. Which preferences do you have?

Number of participants: 110

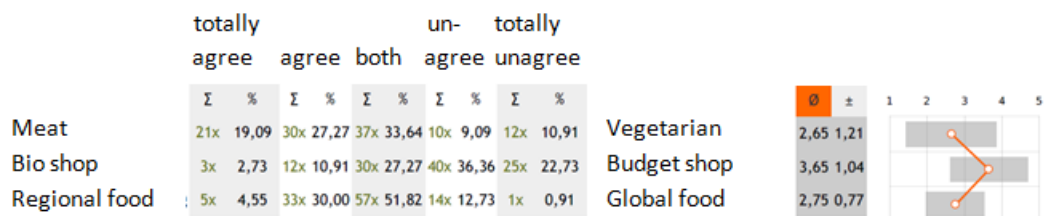


Figure 19: Question 7 (Attachment 1)

Question eight was about the reasons for throwing away food, referring to the food trend Re-use of food products. The respondents answered in a matrix with four different vertical options: the freshness date was overdue, the food product was spoiled, the

appearance of the food product was not good and they bought or cooked too much. The horizontal options are: daily, two to three times a week, once a week, monthly or never. All in all, most participants did answer only once a week, monthly, which always had the highest ranking, or never. Seldom answers were daily and twice a week. Furthermore, the answer, which was chosen most, was that the food product was spoiled, followed by a freshness date overdue and a not appealing appearance of a food product.

8. What are reasons for you to throw away nutrition?

Number of participants: 110

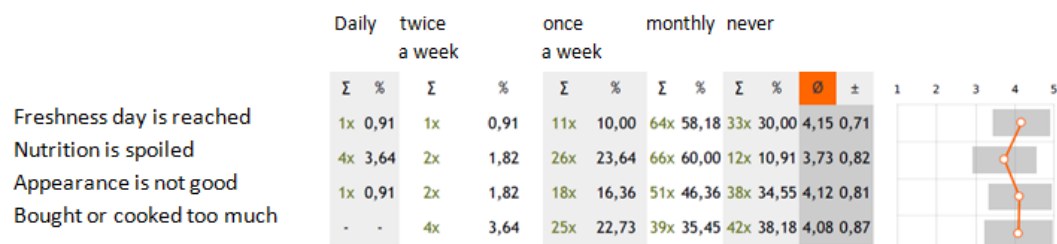


Figure 20: Question 8 (Attachment 1)

The last closed question, in Figure 18 below, asked the respondents about the “Sensual food” trends. The question was asked in a matrix in which the respondents could rank five different objectives. The objectives were communication with service employees, appearance of the food, music in the restaurant, interior of the restaurant and the taste of the food. The highest ranking was communication with service employees, followed by appearance of the food and the highest ranking had the taste of the food. The interior and music of the restaurant was not that important for the respondents concerning the trend of “Sensual food”.

9. Which aspects are important for you during a restaurant stay?

Number of participants: 110



Figure 21: Question 9 (Attachment 1)

The last question of the quantitative questionnaire is opened. The respondents quoted 73 different opinions and attitudes concerning “Food trends”. First of all, the research presents examples of the answers, which were covered and operated through the different “Food trends”. Additionally, the next part deals with new attitudes and thoughts that were not examined in this thesis.

The objectives mentioned most were concerning global and regional food. Most of the respondents wish for a further development of regional food production, which is subsidized by the government, and an education of the population to support the purchase of regional food. This can be done through increasing trust towards the regional producer and a suitable price value. The price value leads to the next statement of a respondent who wishes to increase the consumer’s understanding of high-quality food. Further on, respondents wish to increase the understanding that high-quality food costs more but offers a better quality than low-budget market offers. The consumption of meat and fish should be done with more awareness and respect. One respondent answered that it is important to regulate and extend the freshness date. This will positively influence the amount of food waste. Reliability was highly valuable for the respondents, as they want to be informed about the origin of the food items and be fully aware of the content of products.

Apart from the operated “Food trends” one major aspect mentioned by the respondents was genetically modified food. Many respondents complained about the development of genetically modified food and hope that this development will soon be forbidden by the government and that the consumers will stop supporting this trend by not buying genetically modified food products anymore.

6.3 Analysis and significance of findings

The next part presents an analysis of the quantitative questionnaire regarding the research results and provides significance of the findings of the questionnaire. This means that the expert statements will be compared to the results from the questionnaire.

Question four stated that 10.9 per cent of the respondents do only eat lactose and gluten-free products. Further, women of Generation Y eat lactose and gluten-free products although they do not have an intolerance of those products. This supports the statement of Merlot (2013) that people avoid lactose and gluten products because of diets or other reasons and not only because of intolerance. Backes (2013) supported the increase of lactose and gluten-free products during the last years. He indicates 15 per cent of all Germans do have an intolerance of lactose and gluten-free products. Women Generation Y traces this trend totally because some are intolerance and further, are not intolerance but do avoid lactose and gluten-free products. The reasons for this eating habit are not further examined.

Question five offered an insight into the preferences of food products from abroad by the female Generation Y in Germany. The results presented that participants of the questionnaire prefer food from abroad mostly from Europe than China or Japan. In these results the highest amount was Italy and France. Nevertheless, participants are also interested in food products from Asia which include Thailand, China, Japan, and especially India. Those results support the statement of Pakou (2012, 13) that Germans prefer European food instead of global food products. Nevertheless, the statement of Rützler (2013) is correct that global food products are welcome especially those from China and that this “Food trend” will develop further during the next years.

Respective, Germans were not able to eat products from abroad after the Second World War since, especially economy and infrastructure did not exist and the requirements of the society were very low. Between the last 70 years, generations could recover and start to require food from abroad and new variety of food products including new eating habits. (Bundesministerium für Ernährung und Landwirtschaft, 2014a.)

Question six offered an insight through a matrix and discovered several tendencies of numerous “Food trends”. Bakewell and Mitwell (2003, 95) and Löhr (2013) argued that the Generation Y requires a low price for a high-quality product. The results of the questionnaire confirmed this statement that price of a food product is very important

for the Generation Y. Further, this result can be related to the occupation of participants because most of the respondents are pupils and students and thus, have a limited fundings to buy expensive products. More interesting is the fact of the quality seal because Rützler (2013) stated that consumers are more confused than enlightened through the big amount of quality seals. This means less quality seals increase the purchasing process of consumers because the variety of quality seals appears confusing to the consumer. Nevertheless, the participants of the questionnaire valued the quality seals between important and neutral which presents the opposite of the expertise statements. The researcher expected a reflection of the statements of experts that valued an unimportance concerning quality seals because Bundesministerium für Ernährung (2014b) and Rützler (2014) both agreed in this trend. Further on, appearance of a food product is unexpectedly very important during the purchasing process for the participants referring to the statements of experts. Rützler (2013, 35) stated “..consumers buy products that do not look perfect..” which corresponds to the opposite than the results are.

Question seven obtains an overview of Flexitarian. The most respondents eat meat and vegetarian, reflected by a percentage of 37. This supports the statement of the “Bundesministerium für Ernährung und Landwirtschaft” (2014b, 3) that there is no clear eating habit of meat or vegetarian food. People tend to eat both meat and vegetarian food. Further, the statement of Rützler (2014, 15) can be confirmed that people rather eat meat and vegetarian food in balance. Concerning the second case, if people rather purchase food products in biological stores or supermarkets the answer is really clear. The respondents prefer to shop in a supermarket, which supports the argument of Bundesministerium für Ernährung und Landwirtschaft (2014, 4) that the Generation Y rather shops in a supermarket because of their low income. The last case of this questions presented interesting results concerning the origin of a product. According to the results, 57 per cent prefer regional and global food products and only 33 per cent prefer regional food products. This underlines the arguments of experts like Pakou (2012, 40) that the Germans prefer regional more than global food.

Due to the trend “Re-use of food products” respondents agreed with the statement of Rützler (2013, 38) that people started rethinking and avoid throwing food products away. Interesting was the strength of the results, which presented a totally different current situation in Germany, showing that food waste is no problem at all in this country. This impression clashes with the statement of Rützler (2013, 35) and “Bundesministerium für Ernährung und Landwirtschaft” (2014b, 8) which quote that yearly 1.3 billion tons food products are thrown away or go to waste in the supply chain. According to the results the respondents seem to be aware of the problem and aim to avoid food waste.

Significant findings can also be seen in connection to “Sensual Food”. Rützler (2013, 25) quoted that music becomes a major part in a restaurant and supports the guest’s experience during their lunch or dinner. This will be supported through the interior design and furniture of the restaurant. Secondly, employees’ work clothes present the restaurant mission. Further, mission and vision needs to apply to the menu and design of the restaurant. This statement is not backed up by the results of the questionnaire. The results presented that the taste of the food and appearance of the food is the most important objective during food consumption in a restaurant. Further on, the statement of Schindler (2013) that food consumption needs to be a special experience is not supported. The female Generation Y mainly prefers a good tasting and looking food product instead of music, design and a restaurants’ vision or mission.

In the last question of the quantitative questionnaire, the respondents were able to answer open questions which led to many different opinions and attitudes concerning “Food trends”. Hereby, only significant and multiplied answered will be stated. The respondents require an increasing awareness of the population concerning food. The women of the Generation Y are willing to pay higher prices for higher quality and additionally, support regional products because there it is clearer where the product comes from. Additionally, genetically modified food was mentioned many times. The respondents are afraid of this development and demand a prohibition of genetically modified food. They think that since the effects have not been examined yet and

further research is needed, the healthy consumption of these products is not guaranteed.

6.4 Summary of results

Generally, the respondents are aware of the new trends and trace them. A majority of the participants use the opportunity to state further impression through open question. This gave the researcher an opportunity of a deeper insight into the thoughts of the female Generation Y, its requirements and signs of anxiety. Nevertheless, there are some trends which are totally adapted, but there are also some trends, which the participants are not as aware of as experts are.

Due to the open question the “genetically modified products” were not discussed in the thesis but might be an important point for the female Generation Y who address the uncertainty issue related to these products and claim the lack of reliability of GM food. Although many of the participants used the last open question to discuss the genetically modified products, none of them answered positively but rather presented a sign of anxiety and demanded clear information about the food content, origin and production method and would rather avoid purchasing genetically modified food.

There are respondents who trace the trend of lactose and gluten-free products, although they do not have diagnoses of a doctor that they are intolerant. Also, the number of intolerances of lactose and gluten covers the expert’s information. Further on, respondents agree that they eat meat but also eat vegetarian food. There is no longer a tendency to eat either meat or be a vegetarian and the female Generation Y tends to eat both. The trend to eat both, global and regional food products exists. The respondents prefer to eat food of European country but also like to try food from China or Arabian countries. Despite the trend to eat food products with foreign origin, the participant prefers and chose regional food products because the origin and ingredients of the food products are more reliable and clear in the participant’s opinion. Participants quoted a food product needs to be clearly presented through quality seals and a best price value is required, whereas, the label of food product is neutral relevant to the purchasing decision. According to results of the food waste question, there is no need

to develop “Re-use of food products” trends, since the respondents do not throw food products away. Nevertheless, the appearance of a food product in a supermarket is a critical factor, as it is the decisive factor, which leads to the purchase of the item. Results pointed out how important it is that a product looks good in the shelves of a supermarket. Further on, the participants of the questionnaire prefer low-budget supermarkets to higher priced supermarkets. The reasons for this decision are not further researched in this thesis but the researcher supposes that it depends on the low income level of the participants. Lastly, respondents have not yet developed the trend of sensual food, as it is stated by experts. The female Generation Y requires a good taste of food and a good appearance of food. Music and interior design, however, are not as important to them.

7 Conclusion

The last chapter of the thesis gathers insights about the validity and reliability of the questionnaire, it provides the researcher's learning process through the thesis writing on a post perspective and the researcher designs a future outlook of the "Food trends" referring to the findings on the female Generation Y.

7.1 Validity and reliability

Validity and reliability measures the quality which is received through the approach of the questionnaire. It demonstrates partly the quality of the questionnaire and its results as well as the usage of methodology within a dissertation. (Hinds 2000, 42.) Validity concentrates how intensive and correct the questionnaire operates. Reliability how trustful the results of the questionnaire. (Wilkinson 2000,16.)

Since the researcher sent the quantitative questionnaire mainly to people she knows and asked them kindly to follow the link for the questionnaire, the validity and reliability in this point of view might be very high.

It is difficult to come to a general conclusion when only 110 respondents answered while Germany has much more women in the age of Generation Y. Nevertheless, the participants were willing to answer the questionnaire and even used the possibility to answer open questions to state deeper insights and opinions. Thus, the researcher grades the validity and reliability high.

Nevertheless, it has to be mentioned that five out of the 110 participants were men. This happened because the link was sent to further people, which appear to be men, although the researcher sent the questionnaire only to female participants.

7.2 Learning process

Due to the research approach the researcher could gather a lot of necessary and interesting developments of food. The years after the Second World War are shaped by

many new developments of the government but also of other mega trends. All these facts are relevant and necessary for the current “Food trends”. Generation Y itself is an interesting topic, especially with the focus on the female part.

Throughout the quantitative questionnaire the researcher aims to gather and provide the connection of “Food trends” and the female Generation Y. The results were interesting but on the other hand there is a need for further research. Nevertheless, the researcher learned the “Food trends” according to experts and primary research through the survey.

Despite the new gathered information due to the topic the researched had to manage challenges. During the literature review part the researcher needed necessary information that was not available in Finland because the researched country was Germany. Therefore, the researcher needed to buy books from abroad and worked with information out of the internet to get expert’s perspective of the thesis topic. Additionally, the researcher was not able to ask the participations of the questionnaire personally because the researcher did the thesis abroad and not in Germany.

Considering that food trend is a complex topic the research challenged to choose interesting and necessary food trends that are really adaptable to the future and could occur. Also this food trends do have a lot of specific expressions that are needed to explain to readers without any knowledge in food and beverages.

7.3 Future outlook

The researcher designed a new model, which includes the mega trends, the “Hierarchy of needs”-model according to Maslow and the “Food trends”, with the help of the questionnaire and desk research. In the following part the researcher’s arguments can be found which defend and explain the renewed model.

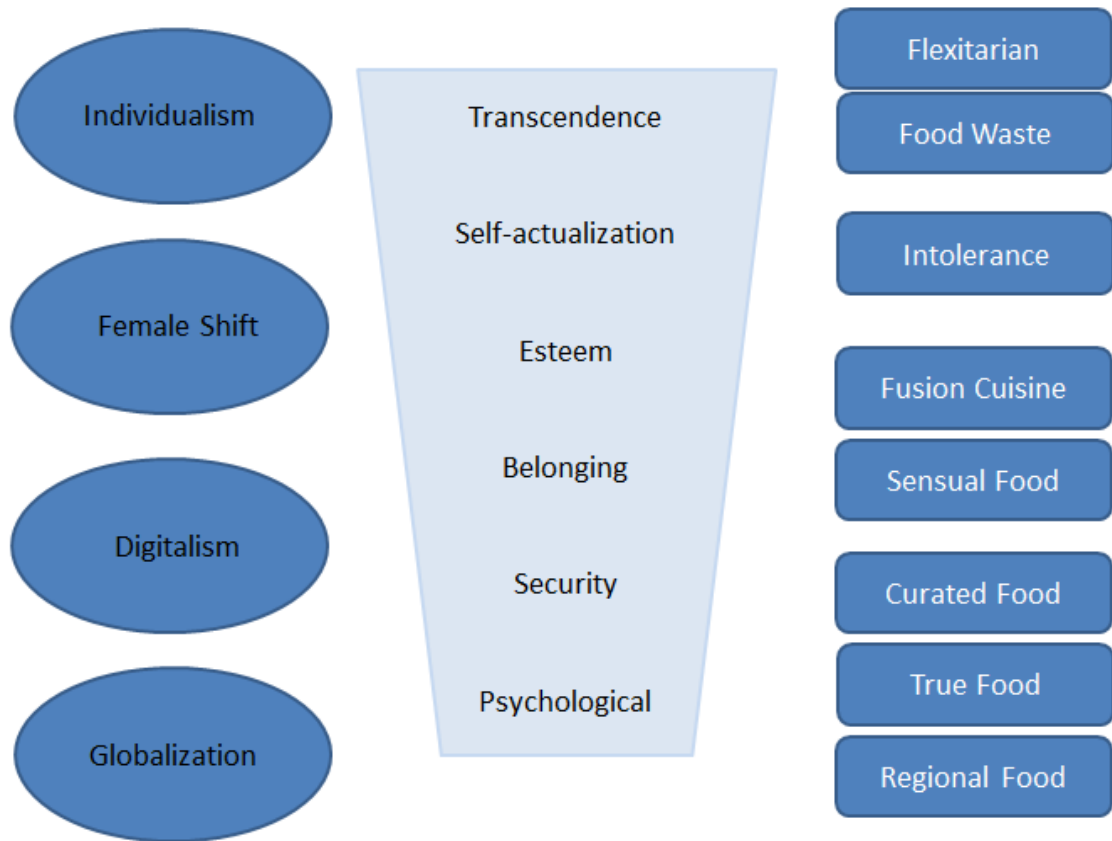


Figure 22: Adapted version according to questionnaire's results (Schmeling 2014)

Since the female Generation Y is able to cover all levels of the hierarchy of needs of Maslow they now face the next level, “Transcendence” where they convince other group segments to reach higher level of needs and be open for new developments.

A wide range of food products are available and no wars or economic crises interrupt this situation which makes it to a basic need, available to everybody. Additionally, the food products and eating habits will be more and more shaped by other trends. Current trends are, “Individualism”, “Female Shift”, “Digitalism” and “Globalization”.

Rützler (2014) mentioned that food will be more and more individual. Everyone wants to experience food products which are unknown and apply to their requirements, concerning intolerances. Bundesministerium für Ernährung und Landwirtschaft (2014a) perfectly explained the role of women nowadays. They are no longer responsible for daily food preparation. Food preparation for the family or single person is no longer something which is taken to serious it is rather something that is done in between some time. Thus, women of Generation Y are no longer housewives and responsible

for the children. Meanwhile, they work successfully, share the cooking with their partners or go out to have a lunch or dinner. Through the “Globalization” food products reached the largest variety than ever. It is no longer a problem to eat an exotic food product or seasonal food products are available the whole year. (Schönberger 2012.) And the amount of foreign food products will steadily increase. Especially the Generation Y’ women, which is a group segment that is open to experiments and searching new trends, will trace the trend of “Fusion Cuisine”. “Health” is no longer mentioned since it will be involved in other mega trends and it thus no longer a single mega trends in the researcher’s model. Therefore, “Digitalism” is a new trend, which will influence the purchase and consumption of food of women from the Generation Y in the next years.

Those trends will further develop and shape the “Food trends”. Food in general, will be oriented more towards single people and in the case of the female Generation Y, it will be a trustful food with all necessary information at a small price and available in supermarkets or maybe even purchased via the internet in the next couple of years.

According to the trend, women from the Generation Y will increasingly have new sorts of intolerances and not only lactose or gluten intolerances. Since both of the mentioned intolerances have developed during the last few years, further development can be forecasted. Protection of the environment and animals will regulate the meat consumption. The women of the Generation Y will especially support this trend, as they are willing to eat vegetarian food. This trend leads to an increasing awareness of the environment, sustainability and animal protection. “Fusion Cuisine” will be part of the daily eating behaviour. Food of China will be something normal and to eat with chopsticks is a welcomed new experience and variety. Nevertheless, food of the region represents a trustful food product because the supplier is present and available for questions concerning the origin or cooking process. Further on, it is environmentally friendly referring to the short transportations. Very important, especially for the female Generation Y, will trust in food products. They want to know where to food is from and demand clear information. They want to see how the chefs cook their food or demand information of the service employees or chefs. Curated food is the trend to

combine different quality seals into one system to increase the understanding of the consumer. Even the female Generation Y requires quality seals, as they present them with trust and give them information and thus it is not possible to exclude them completely. Since women from the Generation Y are aware of the environmental situation they aim to avoid food waste. They prefer to hand the left overs to organizations to help other people rather than throw the food away. Actually it is not allowed to give food left overs to organizations but the habit will develop as a charity and this will increase in popularity, as helping others will become more and more important in the future. “Sensual food” will become more abstract within the next years and it will be shaped by the digitalism. People will use touch screens on their table to order food, to gather information about the food, as well as to decide the colour and music of their space in the restaurant. The experience in restaurants will become more and more individualized with the aim to use all senses of the guest. (Bundesministerium für Ernährung und Landwirtschaft 2014a; Rützler 2014.)

Lastly, due to the last question of the questionnaire that was an open question the participants mentioned genetically modified products. This food trends was mentioned quite often but not in a positively manner, more in a critically and fearful manner. Female Generation Y are afraid of food products with an unsure origin and further, not well known knowledge how those products will operate and appeal in a human body. Therefore, the female Generation Y hope that this trend will abate and people will only support and buy products of which the origin and compatibility is already studied and confirmed as good.

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9 Attachment

Attachment 1 (Quantitative questionnaire)

Questionnaire

My name is Kristina Schmeling and I am studying Hotel, Tourism and Restaurant at the Haaga Helia. The Haaga Helia University is a Leading Hotel University and I am currently working on my Bachelor Thesis. My thesis is concerned with the topic of the food development and is concentrated on the food outlook for the upcoming years.

Therefore, I need your support for my research work and I will ask you kindly for some minutes of your time to answer the following questions.

Thank you very much!

Personal questions

1. How old are you?

18-20

21-23

24-26

27-30

2. What is your gender?

male

female

3. What is your occupation?

pupil / student

employed

retired

job-seeking

Your eating behavior

9. Do you have any disabilities like lactose or gluten

yes

no

no, but I prefer to eat my food without lacto- or gluten free products

4. Do you like to eat food from other countries for example? (more answers are possible)

China

France

Thailand

Italy

Other _____

6. Which criteria are important in your purchasing decision?

	Very im- portant	Important	Neutral	Unimportant	Very unim- portant
Price					
Quality seal					
Appearance					
Seasonality					

7. What do you prefer?

	Applies exactly	Applies	Neutral	Applies	Applies exactly
Meat					Vegetarian
Bio- market					Supermarket
Regional food					Global food

8. Why do you throw away food?

	daily	2-3 a week	Once a week	monthly	never
Freshness date was run out					
The food was spoiled					

The food
had no
good ap-
pearance

Bought or
cooked too
much

9. Which aspect are important for you during a restaurant stay (put it in ranking)

Ranking	Objective
	Communication with the service employee
	Appearance of the food
	Music in the restaurant
	Interior of the restaurant
	Taste of the food

10. What is important for you concerning the topic „„Food trends““?

Thank you for your support!