

CULTURE WAVES SNAPSHOT: LUNCH

Lunch continues to be a disappearing daypart—the consumer is busy, often juggling multiple things at once, and lunch is not a top priority. This is forcing innovation on both the menu and convenience fronts, creating items that consumers are willing to take time to eat as well as better ways for them to access lunch items.

WHAT THE CONSUMER EXPECTS:



Quality ingredients paired with unique flavors and benefits.



A reason to have lunch. This daypart continues to be neglected and pushed aside due to time constraints and the rise of snacking occasions.



An ever-changing amount of sandwich ingredients including new breads, global spices, ethnic vegetables, and game meat.



Plant-based alternatives as a widely available healthier option.



Unique offerings for both the entrée and the side dishes of lunch.



Specialty condiments, house-made sauces, and signature spreads that create complex flavors and textures.



Convenience, quality, and flavor at the same time. Food trucks and pop-ups have changed the standard expectations of a quick lunch.



Menu items that can be personalized to specific health needs.

WHAT'S GETTING ATTENTION:



Bisques as an entrée to create a heartier meal experience



Sandwiches and bowls that include multiple proteins



Lunch as a delivery opportunity for third-party delivery companies



Seasonal flavors across soups and salads



Global takes on traditional favorites, including burgers and grilled cheese



Portable iterations of classic ethnic foods

EMERGING:

1

Retail grocers beginning to market themselves as a lunch destination

2

A new wave of grab and go meals across restaurants, grocery, convenience stores, and even hotels

3

Unique salads with specialty toppings that enhance flavor and texture

4

Soups with a global twist, including unique toppings, pairings, vegetables, and spices