



GEN Z STUDY REPORT

The next generation has arrived. Are you ready for them?

For years, the foodservice industry has targeted millennials. As this demographic ages and has children of their own, the target has shifted to the future decision maker – Gen Z.

This first-of-its kind research commissioned by IFMA examines the next generation. Study findings will be unveiled at Presidents Conference by Jason Dorsey, President & Co-Founder of The Center for Generational Kinetics. Attendees of this conference will receive an exclusive discount and first access for this focused study that examines:

- Gen Z eating habits and how they differ from other age groups
- Dining decisions and the role technology plays
- Communication methods to effectively reach this generation

Study Release Date for Presidents Conference Attendees:
November 7

PRICING:

First Access - Exclusive Rate for Presidents Conference Attendees!

Special Price through November 30: \$2,500

All Access - Available December 1

IFMA Members: \$5,000

Operators: \$5,000

Non-Members: \$10,000



To pre-order or purchase the report, contact:
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