

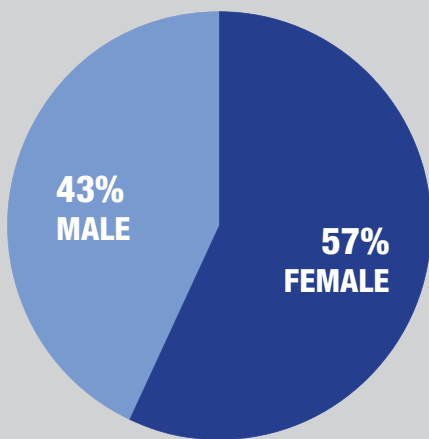
I A DELICIOUSLY LUCRATIVE AUDIENCE

the foodie nation

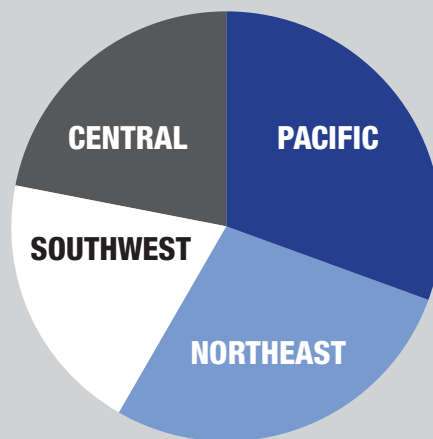


Recent studies break foodies into five major cohorts: foreign/spicy, restaurant, foodie cooks, gourmet and organic/natural food. While within these cohorts, the demographics vary slightly, the overall trends remain the same. Foodies love new experiences, exotic and gourmet food and are willing to go out of their way, or spend a little extra, to get it. Thirty-seven percent of the Organic/Natural foodies strongly prefer to shop at local stores over national chains. With newspapers being hyperlocal, this is a great demographic to target — they'll look to you for local food events and deals. Foodie cooks, we should note, tend to embrace healthy trends. This can easily translate into buying and eating local, however, they are price conscious, so coupons and daily deals would appeal to them.

BY GENDER



BY REGION



AGE & INCOME

Market research shows that foodies fall into all age brackets, however, they tend to skew toward the pre-middle age, with the predominate age group being 22–44. Research also shows a delay in marriage and childbearing, with the focus being on careers and seeking out new experiences and partaking in culture. This adventuresome attitude, with emphasis on experimenting food and culture, explains the tendency toward higher education, and thus a higher income bracket.

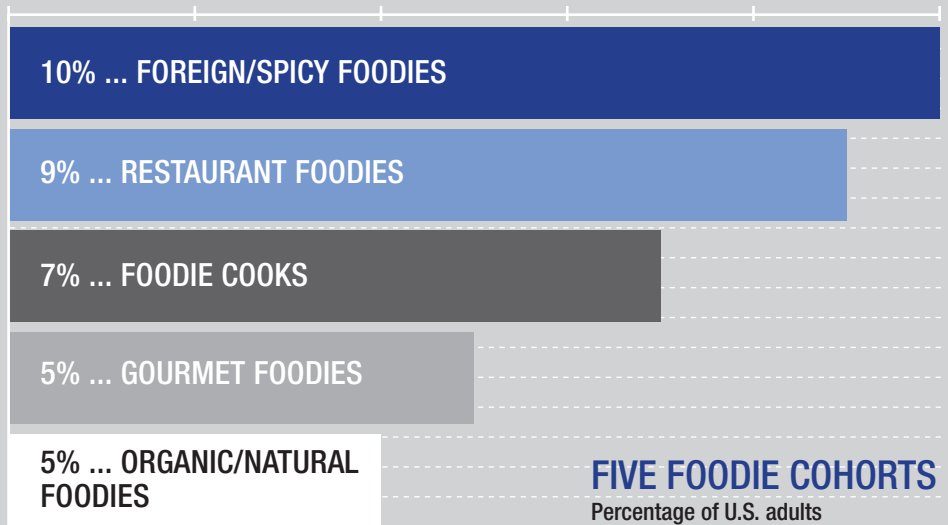
ATTITUDE: EXPERIMENTAL

21.8%

Of foodies said they'd drive 50 miles to visit a particular restaurant.

10%

Of foodies said they'd be willing to drive up to 100 miles.



FIVE FOODIE COHORTS
Percentage of U.S. adults

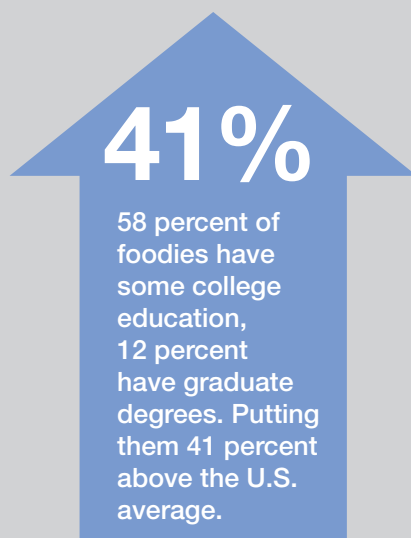


35% Of foodies live in a top 25 metro market.

trend watching:
FOOD TRUCKS

Over the past few years, we've seen an emerging trend in the food industry: the food truck. Popular in large to mid-sized cities and college towns, these trucks offer specialty and gourmet food on the go, often cheap and easy. Food carts can be stationary or mobile. Social media, Twitter in particular, plays a huge role in the success and popularity of mobile carts, as word begins to spread, they become elusive and the place to go — if you can find it. From late-night snack or an easy lunch to a sought-after dinner, food trucks are the perfect way to appeal to the foodie demographic. Use social media and your website to advertise where this month's featured cart will be, making your paper the go-to resource for these hip destinations.

53% Of U.S. adults watch TV cooking shows.



TRAVEL & LEISURE'S TOP 30 CITIES FOR FOODIES IN THE U.S.

*Voted by the readers

1. New Orleans
2. San Francisco
3. Providence, R.I.
4. New York City
5. Chicago
6. Portland, Ore.
7. Seattle
8. Savannah, Ga.
9. Charleston, S.C.
10. San Antonio, Texas
11. Honolulu
12. Los Angeles
13. Denver
14. San Diego
15. Austin, Texas
16. Nashville
17. Kansas City
18. Washington, D.C.
19. Minneapolis/St. Paul
20. San Juan, Puerto Rico
21. Santa Fe
22. Philadelphia
23. Boston
24. Houston
25. Salt Lake City
26. Phoenix/Scottsdale
27. Atlanta
28. Miami
29. Portland, Maine
30. Baltimore