



The Power of
FOOD

No matter who, when or where,
one thing unifies us all:

YOU'VE GOT TO EAT.



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The Power of FOOD

The average American household
spends 11% of its income on food

In 2014, Americans are projected to **spend more than \$750 billion on eating at home** and another **\$692 billion eating out**—that's more than **\$1.4 TRILLION**

And we're the ones eating it! *BHG* readers account for nearly **18% of all weekly grocery expenditures in the U.S.**

Source: GfK MRI Spring 2014

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There's one waiting to make your gathering sweet.
Beth Kirby of the blog Local Milk shows you how.

WALK

1. DARK CHOCOLATE CAKE WITH FRESH STRAWBERRIES
The cake's dark, rich chocolate takes a beautiful turn when topped with and filled with fully strawberry frosting. Strawberry fans will adore the tartness strawberry fans will beg for another slice.

2. LEMON OLIVE OIL CAKE WITH LEMON CREAM
Playfully hard to pin down, this cake is elegant and simple, full of old-school charm with just enough edge. Bright, firm-textured layers and a swipe of citrusy cream have a sweet-tart pucker that lingers.

3. LAVENDER FLUTED CAKE WITH LEMON CREAM
In one fell swoop, you get intoxicating, natural flavor and an eye-catching design. Make two and save one in the freezer for a party. Your cake is a treat of creamy glaze for an irresistible finish.

4. YELLOW CAKE WITH SALTED CARAMEL
Your classic yellow cake dressed for any occasion. Two buttercream-infused layers are caramelized together with a lick-the-bowls-thick dark chocolate frosting and showered with flakes of crunchy sea salt.

5. CARROT CAKE WITH CREAM CHEESE FROSTING
If there ever was a spring dessert, carrot cake is it. This deliciously spiced version is accompanied with aromatic cardamom and paired with a cream cheese, airy, giddy-making cream cheese frosting.

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Food is Central to **Life in Color**

Food is central to *Better Homes and Gardens* because food is
CENTRAL TO LIFE AND LIVING LIFE IN COLOR.

At *BHG* gatherings, food draws everyone to the table, enriches each experience, and satisfies our readers' desire to say "I Did It." *BHG* is for the woman who loves to entertain, wants to become an even better cook and takes pleasure in trying the new. Our food is quick, easy and delicious, so she can return to the party with friends and family.



Food Factor 2014

The 2014 study is the **fifth wave of the modern trending research** that continues the 20+ year tradition of the *Better Homes and Gardens* Food Trend Study, providing insights into America's food shopping, cooking, and serving habits.

STUDY OBJECTIVES

- Understand the processes, motivations, attitudes and behaviors relating to food preparation and buying
- Evaluate what drives consumer brand decisions
- Examine changing market conditions and the competitive media landscape

AUDIENCE

- 2,000 respondents
- Fielded in April 2014
- U.S. women age 18+

2014 Food Factor

A “BACK-TO-THE-TABLE” Revolution

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So what's on the **MENU?**

The (Post-Recession) Dinner Table

A Home Cooking Revolution

CELEBRATE Good Times—
and Everything In Between

Healthy Goes Mainstream

Mobile Eats





The (Post-Recession) Dinner Table

When it came to dinnertime, the recession gave us all something to chew on:

LESS EATING OUT



HEALTHIER EATING



MORE FAMILY MEALS



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The (Post-Recession) Dinner Table

Between 2006 and 2009, American households **cut their spending on eating out by 13% vs. 1.6% for at-home food**

Because of increased unemployment rates and less discretionary spending, families had **more time to prepare/ eat meals at home**

“While food is a necessity, eating out is not.”
– USDA Economic Research Service

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Source: USDA Economic Research Service, March 2014

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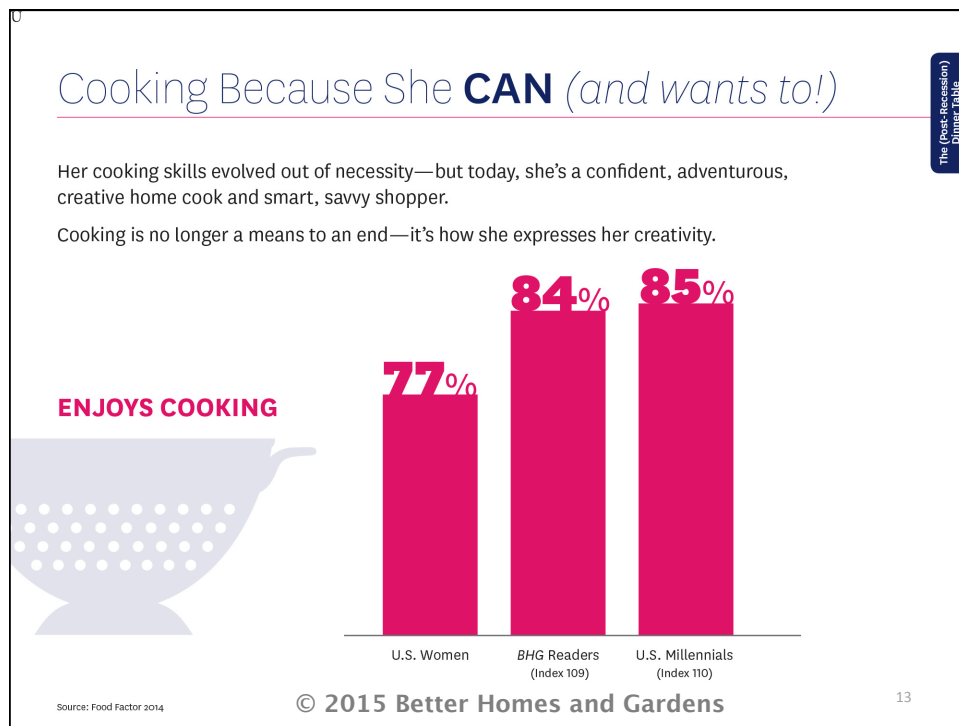
Still Sinking Her Teeth In

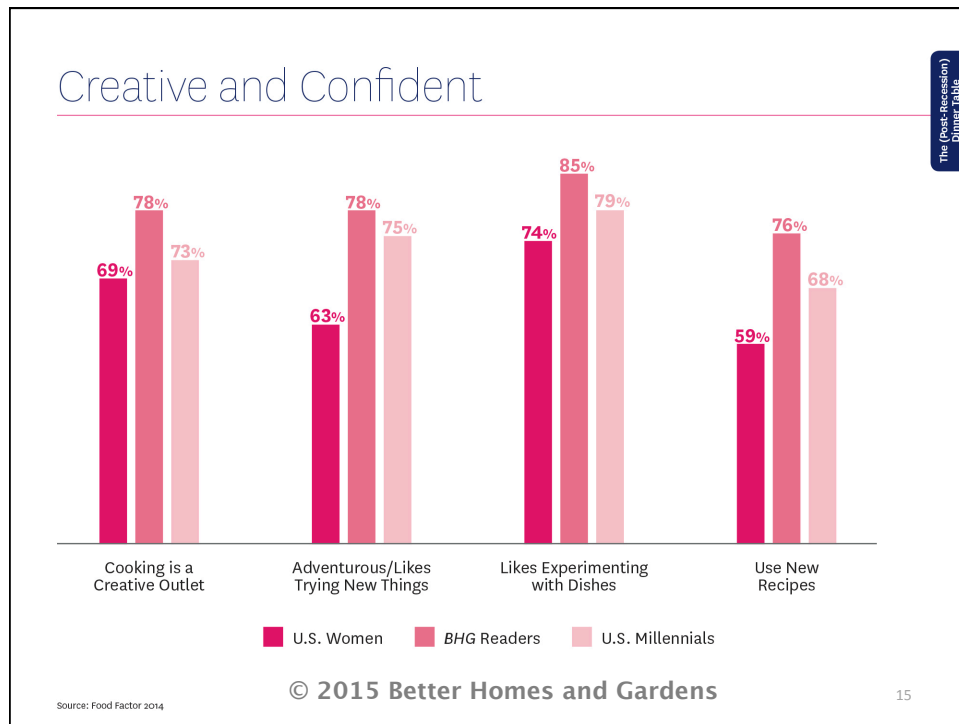
- In 2008, **77% OF MEALS** were prepared at home
- In November 2013, that **NUMBER WAS UP TO 80%**

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Source: USDA Economic Research Service, March 2014

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What's Next

She's taking it to the next level—again—reflected in an ongoing **boom in high end ingredients, ethnic infusions and increased budgets** allocated towards shopping, kitchen tools, entertaining and general food expenditures.

- ➔ 3 in 5 want to take a **cooking class**
- ➔ Nearly half are using more **new recipes** than 2 years ago
- ➔ 78% are always looking to integrate **new flavors**
- ➔ Half will go out their way for an **unusual ingredient**
- ➔ 2 in 5 plan their meals around **interesting ingredients** they find
- ➔ 63% like to experiment with **regional/ethnic foods**

Source: Food Factor 2014. Top 2 box agreement.

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The (Post-Recession)
Dinner Table



A Home Cooking Revolution

But this post-recession mentality goes even further: this is a full-scale “back to the table” revolution.



86% are eating dinner at home on weekdays, and 79% are eating in 5+ nights per week



3 in 5 American women are eating at home MORE than they were 2 years ago

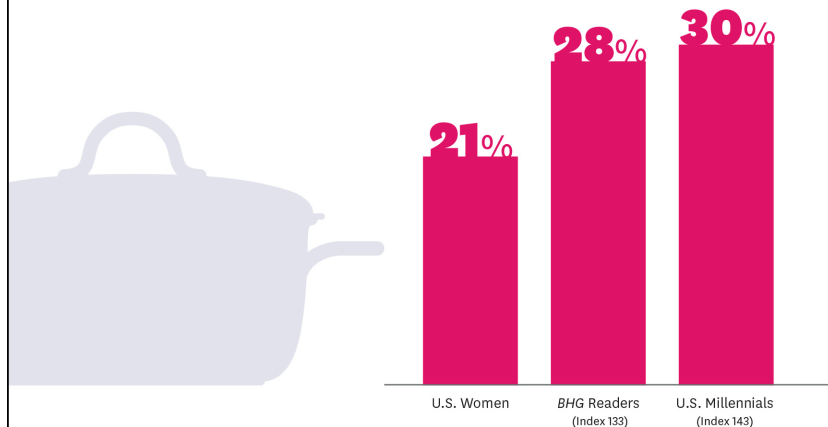
Source: Food Factor 2014

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Because I Want To...

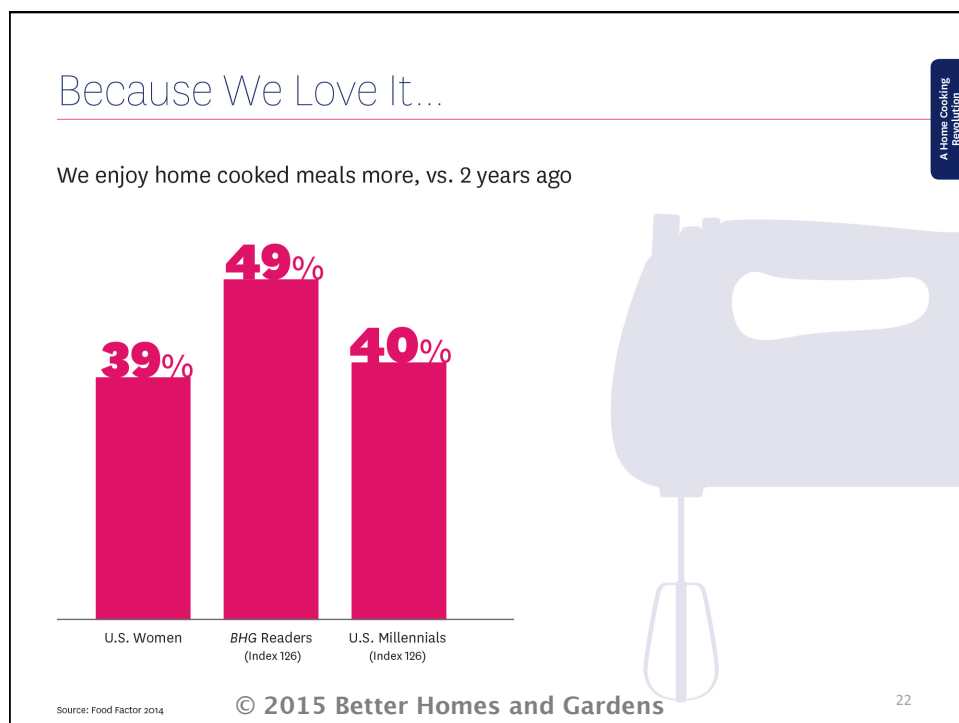
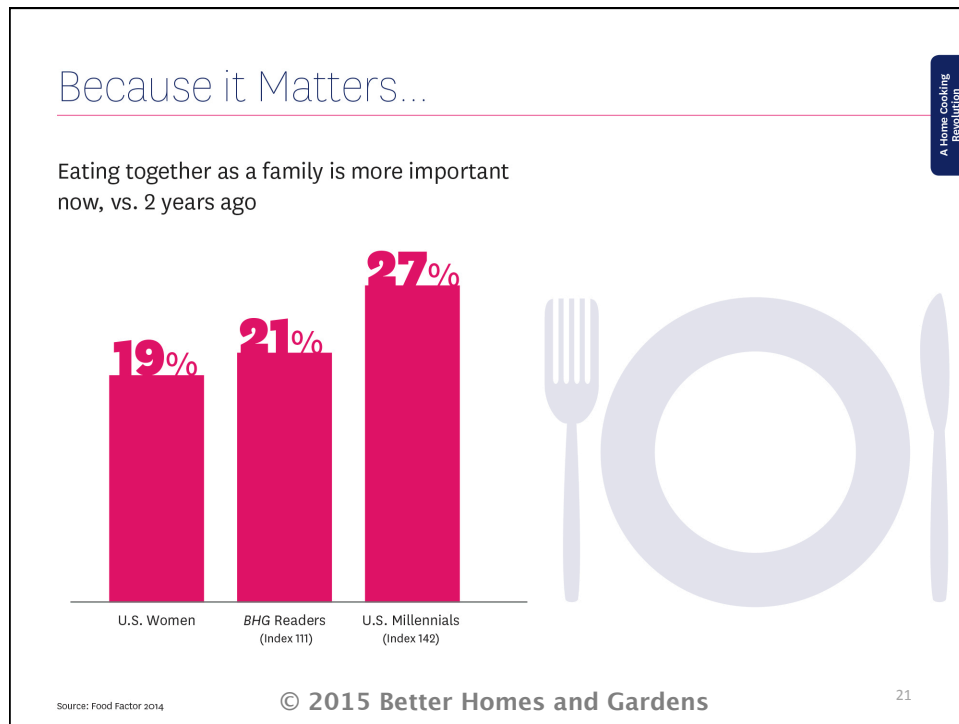
I just feel like cooking at home more, vs. 2 years ago



Source: Food Factor 2014

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Feeding—and Fueling—Their Families

The family who eats together...

- Higher GPAs
- Self-esteem boost
- Lower rates of obesity and eating disorders
- Less depression, anxiety
- Resilience builder

“Sharing a family meal is good for the spirit, the brain and the health of all family members.”

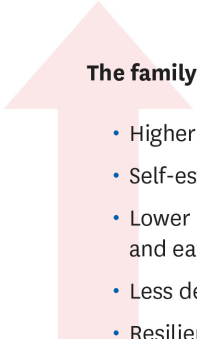
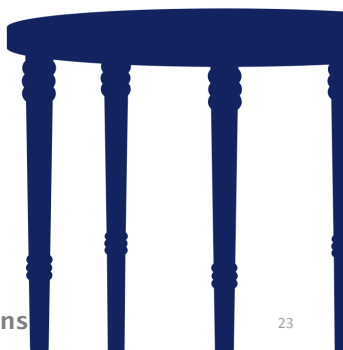
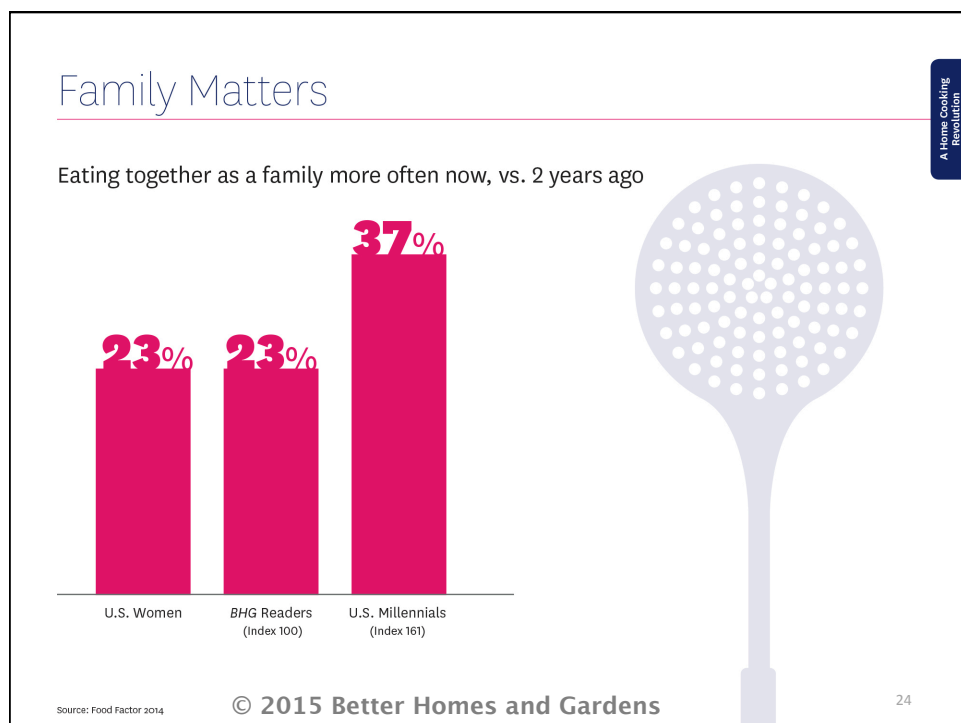
– The Family Dinner Project

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Source: The Family Dinner Project

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A Home Cooking Revolution

Family Matters

A Home Cooking Revolution

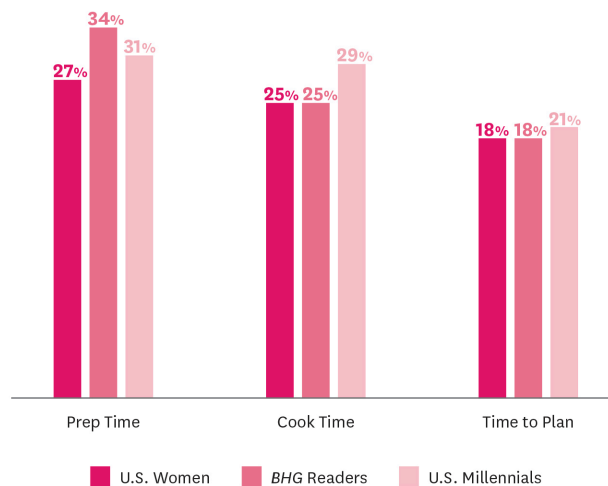


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To-the-Table Challenges

A Home Cooking Revolution



Source: Food Factor 2014

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To-the-Table Challenges

A Home Cooking Revolution

2014

32
MINUTES

preparing dinner
during the week

42
MINUTES

on the weekend

2012

37
MINUTES

during the week

47
MINUTES

on the weekend

2010

39
MINUTES

during the week

46
MINUTES

on the weekend

Source: Food Factor 2014

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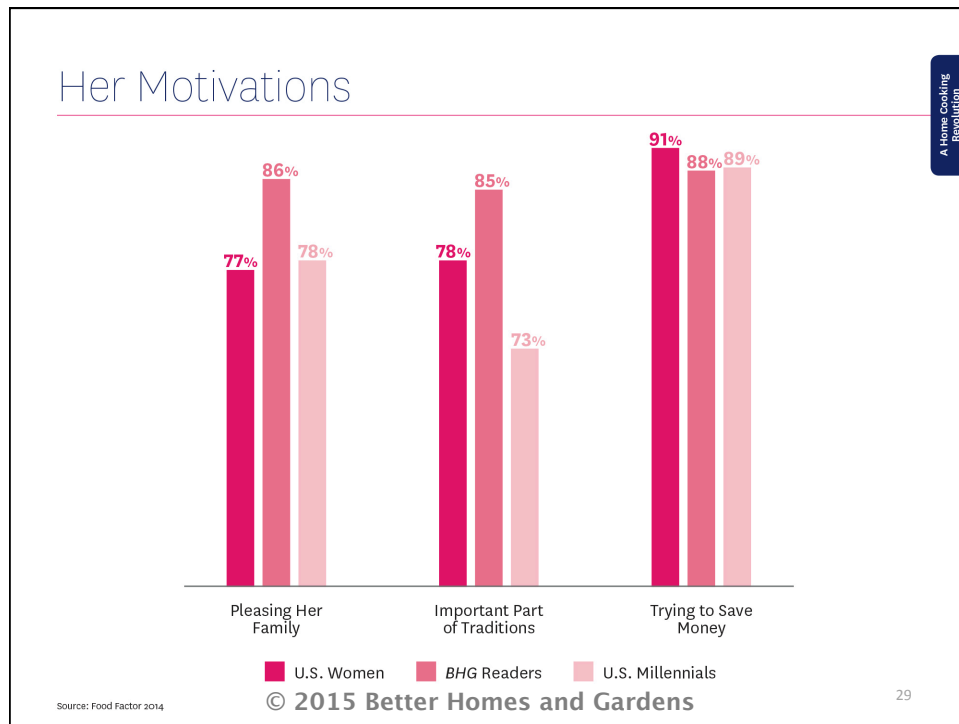
To-the-Table Challenges

A Home Cooking Revolution



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CELEBRATE Good Times!

Life is about celebrations! And it doesn't have to be a major holiday, either—she craves fun, informal, spontaneous get-togethers at home.



78% of women—and
90% of *BHG* readers—
entertain at home



She's **entertaining**, on
average, 2x each month

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Source: Food Factor 2014

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Celebrate Good Times—
and Everything in Between

CELEBRATE Good Times!

And what about the **millennial home entertainer**?
She's even MORE active and engaged!

- 82% entertain at home (Index 105)
- 35% entertain at home more than 2 years ago (Index 194)
- 2.7 home entertaining events each month (Index 147)

And she's got BIG plans

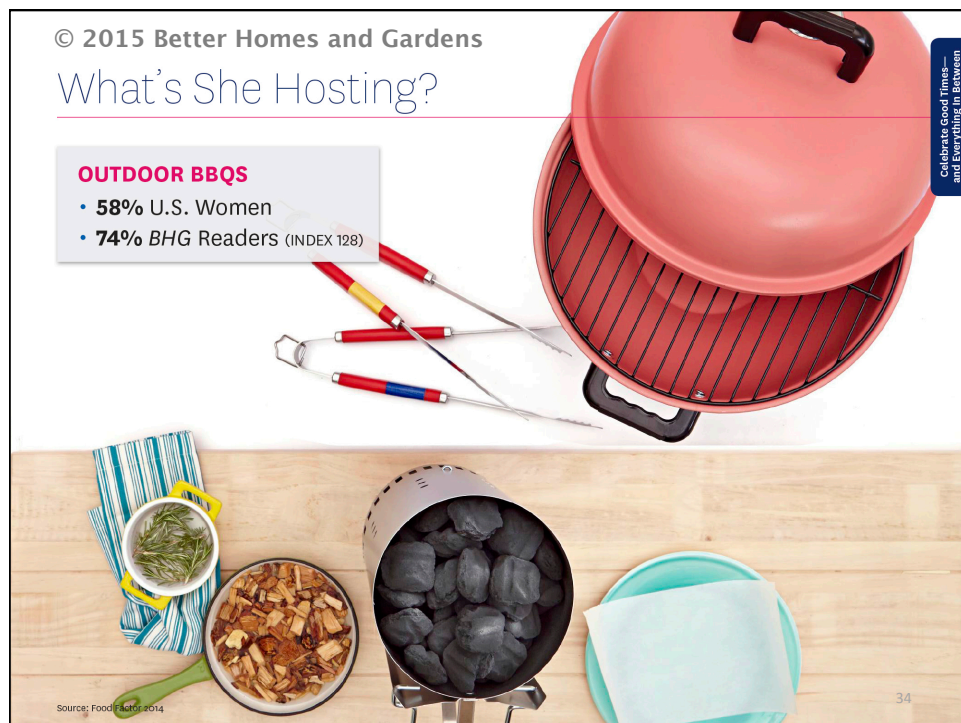
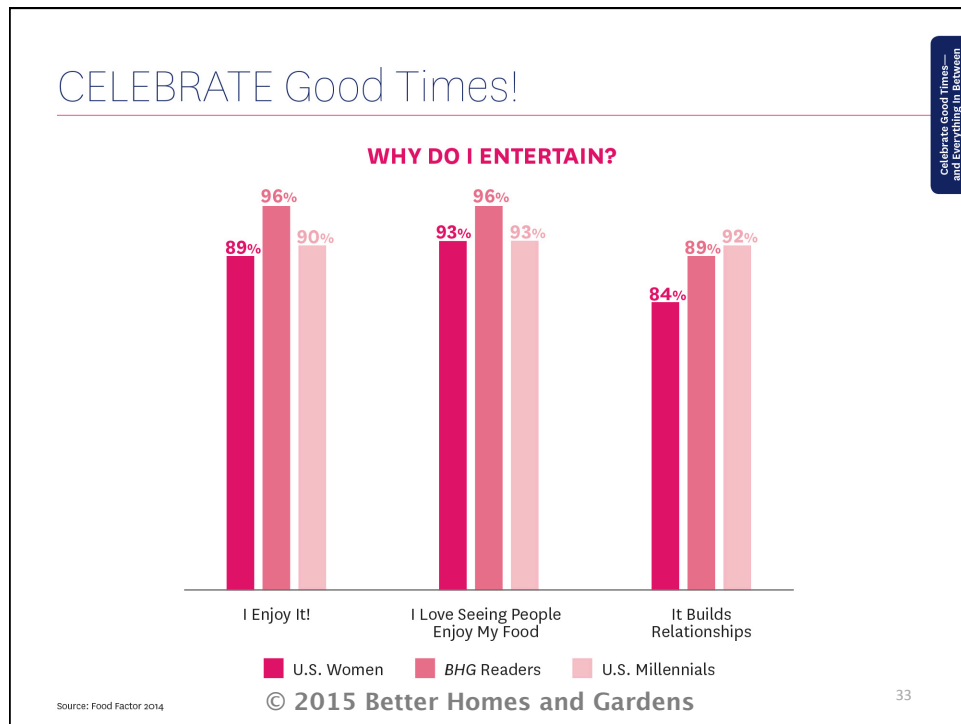
- 35% want to work on outdoor living/entertaining areas
- 42% are planning exterior upgrades, including decks, porches and patios



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Sources: Food Factor 2014 / BHG Millennial survey 2013

Celebrate Good Times—
and Everything in Between



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What's She Hosting?

UNPLANNED GATHERINGS

- 60% U.S. Women
- 72% *BHG* Readers (INDEX 120)

Source: Field Factor 2014

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Celebrate Good Times—
and Everything in Between

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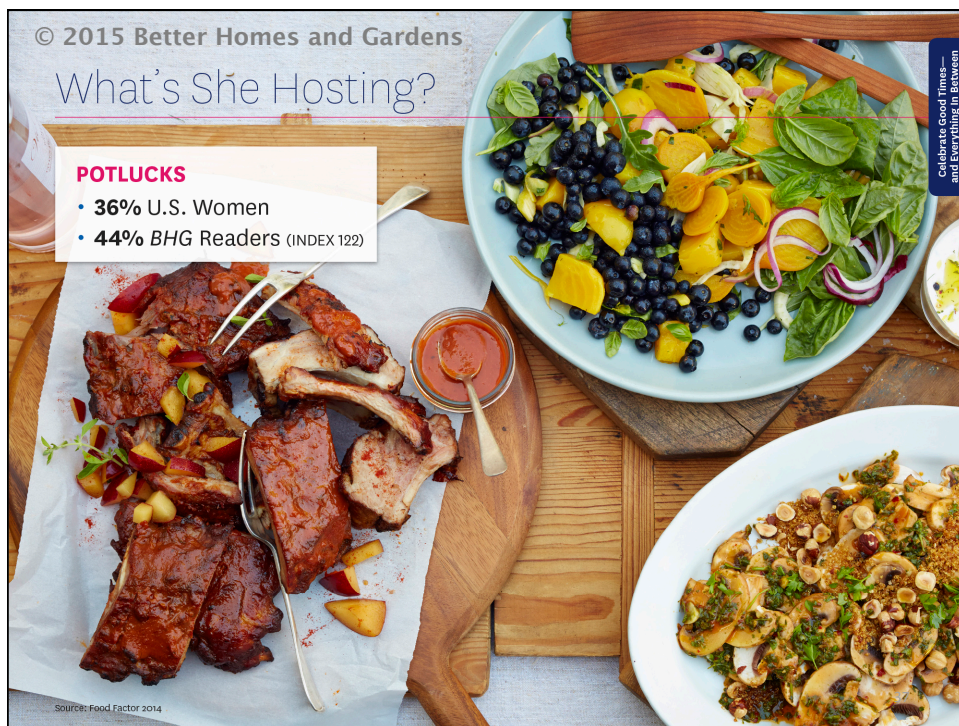
What's She Hosting?

FORMAL SIT-DOWN MEALS

- 53% U.S. Women
- 59% *BHG* Readers (INDEX 111)

Source: Field Factor 2014

Celebrate Good Times—
and Everything in Between



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What's She Hosting?

COCKTAIL PARTIES

- 25% U.S. Women
- 26% *BHG* Readers (INDEX 104)

Source: Food Factor 2014

Celebrate Good Times—
and Everything in Between

A photograph of two glasses filled with a light-colored, bubbly beverage, likely a cocktail. The glasses are garnished with thin, curly strips of orange and green citrus peels. The background is a soft, out-of-focus light color.

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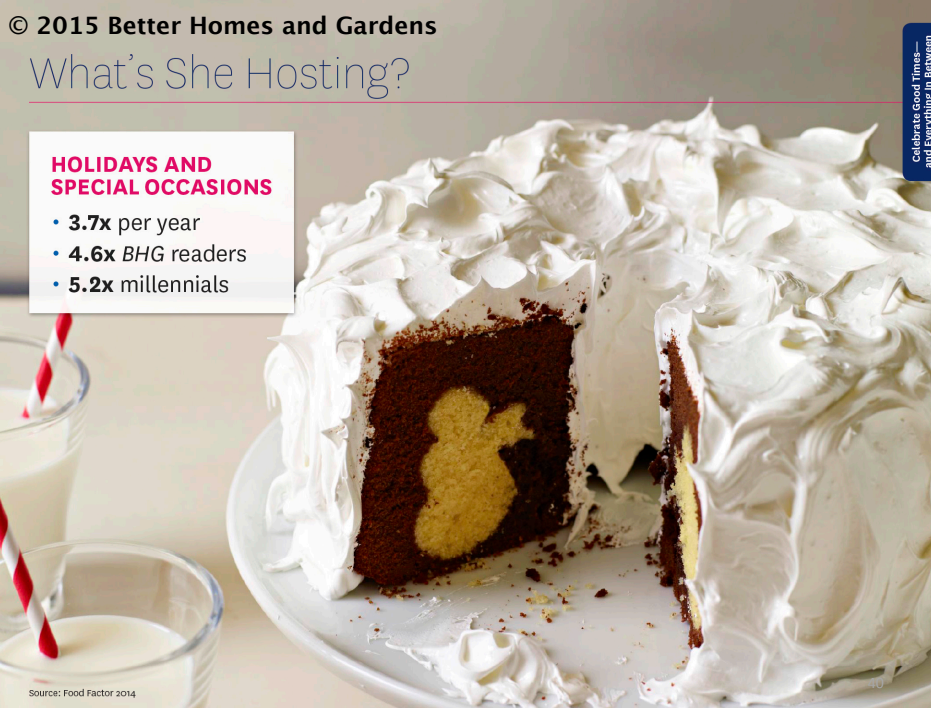
What's She Hosting?

HOLIDAYS AND SPECIAL OCCASIONS

- 3.7x per year
- 4.6x *BHG* readers
- 5.2x millennials

Source: Food Factor 2014


Celebrate Good Times—
and Everything in Between

A photograph of a large, round cake covered in thick white frosting. A slice has been cut out of the center, revealing a yellow bunny-shaped cutout. The cake sits on a white plate. To the left of the cake are two glasses of milk, each with a red and white striped straw.

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Tomorrow's Trends

3 IN 5 like **trying new recipes** for entertaining and potlucks



Source: Food Factor 2014

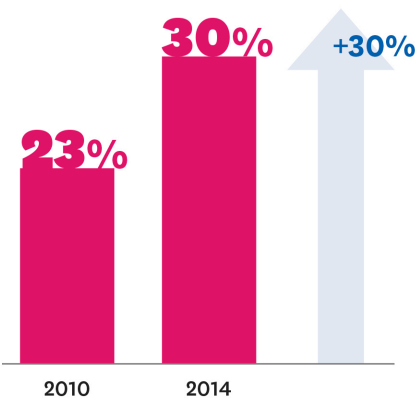
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Celebrate Good Times—
and Everything in Between

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Tomorrow's Trends

Cocktails gain popularity for at-home entertaining



Year	Popularity Increase
2010	23%
2014	30%

Source: Food Factor 2014



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Celebrate Good Times—
and Everything in Between



HOME is Where the HEALTH is

90% of U.S. women try to control the healthfulness of the meals she prepares—and to have better control over what she's eating, food is coming BACK HOME.

Compared to 2 years ago, she's eating at home more now because...

- I want to **eat more healthfully**:
42% U.S. Women
53% BHG Readers (Index 126)
- I want to be more **careful about the food we eat**:
23% U.S. Women
42% BHG Readers (Index 183)

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Source: Food Factor 2014

Healthy Goes
Mainstream



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HOME is Where the HEALTH is



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Healthy Goes
Mainstream

HOME is Where the HEALTH is

Healthy Goes
Mainstream**GLUTEN-FREE**

29% of Americans would like to cut back or **avoid gluten** completely
\$7 billion industry in the U.S.

VEGETARIAN

Close to **16 million people**—
 5% of the U.S. population—
 identifies as **vegetarian**

VEGAN

7.5 million Americans are **vegan**—
 twice as many as 5 years ago

JUICING

A **\$5 billion industry**, growing
 at 4-8% annually

PALEO

Between **1 and 3 million**
Americans follow a Paleo diet

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Sources: NPR March 2013 / Mintel / Harris Interactive Study 2014 / Robb Wolf

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You are What You Eat...

Healthy Goes
Mainstream**3.6**

fruits/veggies per day

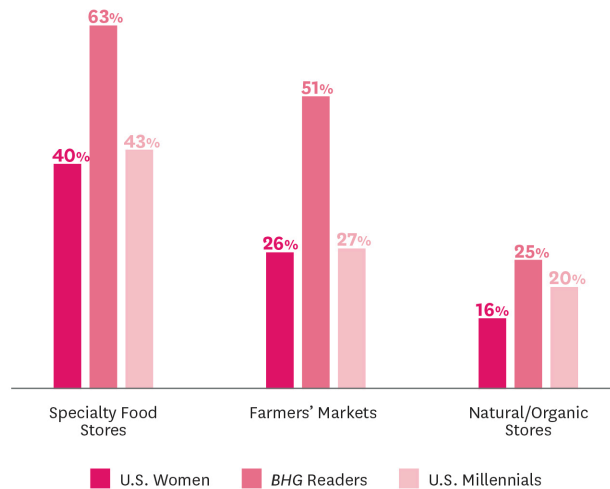
4.8fruits/veggies per day
BHG READERS

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Source: Food Factor 2014

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Where You Shop...

Healthy Goes
Mainstream

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Source: Food Factor 2014

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...and What You Grow!

Healthy Goes
Mainstream

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Sources: Food Factor 2014 / 2013 National Gardening Survey

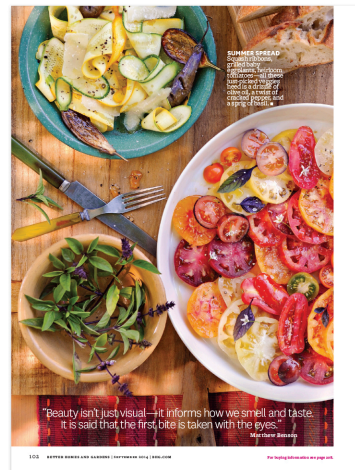
Nearly **1 IN 5** American women is growing her own food

GARDENERS

32%
U.S. Women**43%**
BHG Readers
(Index 134)**#1**
hobby in America**5 MILLION** more
households digging in and
planting than in 2010

50

...and What You Grow!



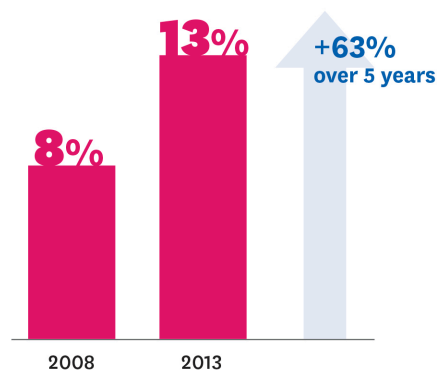
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Healthy Goes Mainstream

Millennials With a Green Thumb

One-third of millennials are growing their own food—the “green-thumbed revolution” is about to take off.



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Sources: Food Factor / 2013 National Gardening Association / 2014 Home Garden Panel by Metrolina Greenhouses

“In fact, 42 million households, 17% more than five years ago, now grow food in home and community gardens...And younger Americans—Millennials, specifically—are driving the gardening revolution.”

- National Gardening Association

80%

of gardeners age 18-30
purchase vegetables to grow

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Healthy Goes Mainstream



Changing the Face of Food

The diverse, dynamic terrain of food ideas stimulates discovery and sharing.

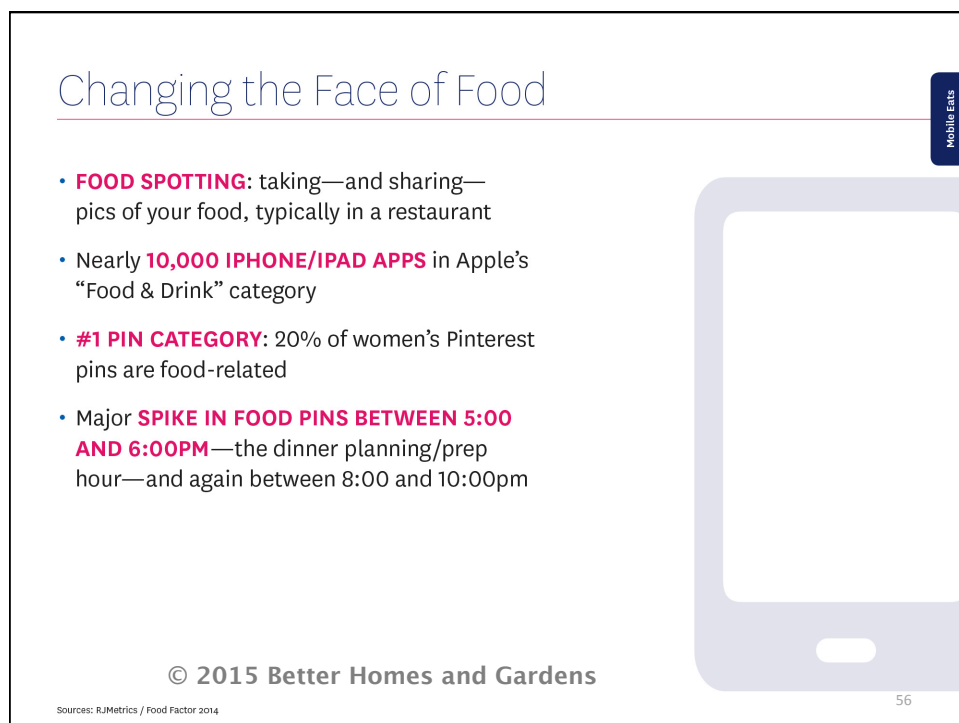
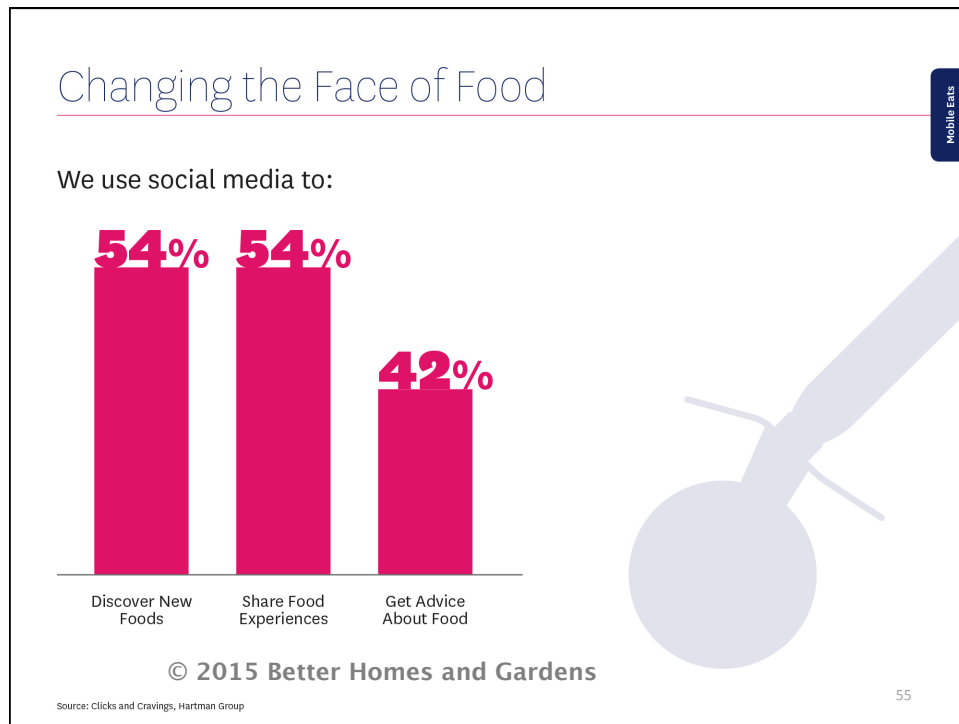
Consumers are now the experts, and information can be evaluated and manipulated by anyone with a smart phone—and a fork.

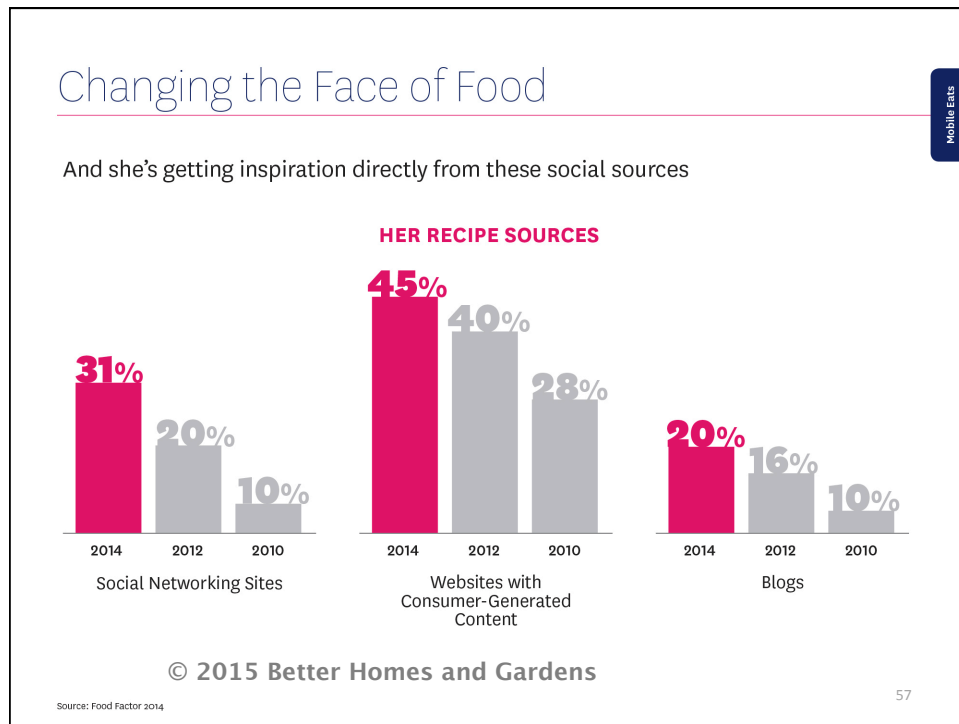
40% use a smartphone and/or tablet for food-related activities

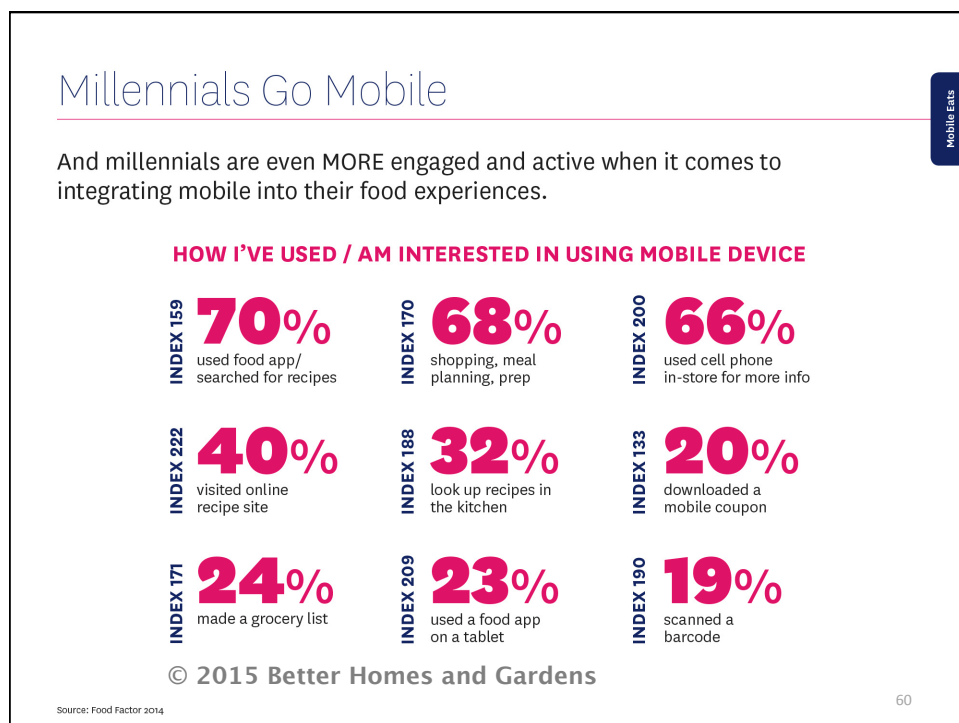
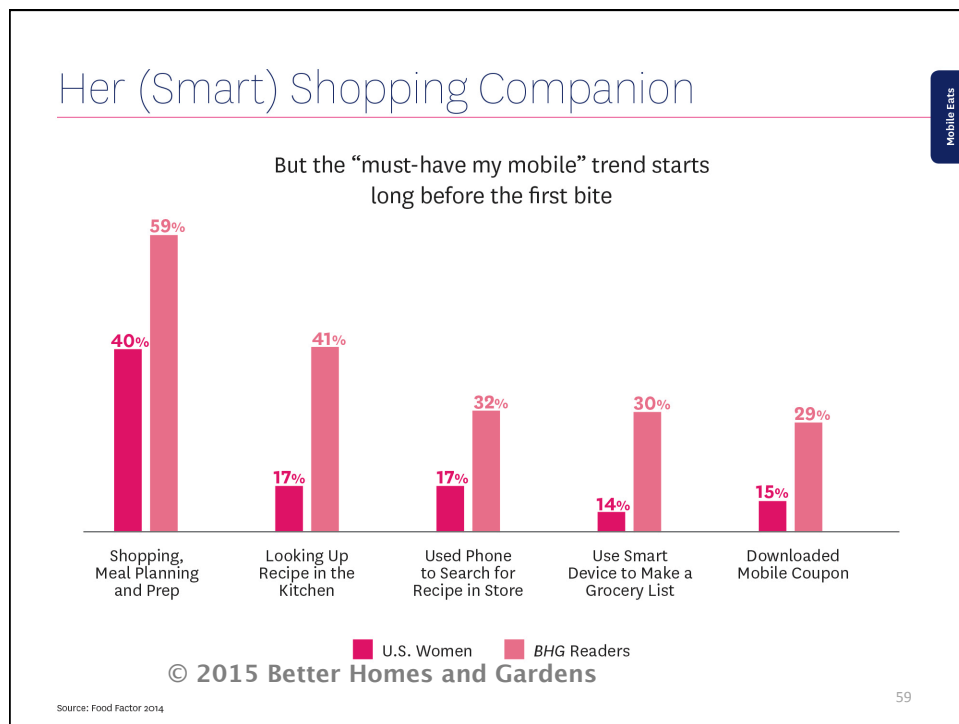
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Source: Food Factor 2014


Mobile Eats









POP of Color on Every Platform




BHG.COM
57 million+ page views



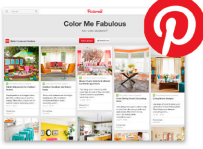
BHG TABLET EDITION




MUST HAVE RECIPES APP
4.8 million+ downloads




VEGGIE LOVE COOKBOOK APP



PINTEREST
36 million+ pins/repins



INSTAGRAM
83,000+ followers



DELISH DISH

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Sources: omnicon 2013/BHG reporting October 2014

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TODAY'S Specials

The (Post-Recession) Dinner Table

A Home Cooking Revolution

CELEBRATE Good Times—
and Everything In Between

Healthy Goes Mainstream

Mobile Eats

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TOMORROW'S *Menu*

Gourmet goes mainstream

The evolution of the home cook

Spontaneous celebrations

It's not so niche anymore

Green-thumbbed millennials

Gen Y brings it back home

Mobilized and making it their own

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