

#Foodie: 8 Facts Brands Need to Know to Market to Millennial Moms Around Meal Planning



Maria T. Bailey

A selection of facts from her newest book

MILLENNIAL MOMS: 202 Facts Marketers Need to Know to Build Brands and Drive Sales

1

A NEW MEANING FOR 'FAST FOOD'

- Food takes on new meaning and evokes new interactions for Millennial Moms.
- Millennial desire fresh, fast casual dining and their demand for WiFi while they are in a food establishment.



2

THERE'S AN APP FOR THAT

- Apps have replaced magazines for recipe sources.
- Why? Because magazines don't have reviews.

"I only cook the number one recipes with the most reviews because then I can be assured that it's the best banana bread. If eight hundred other people baked it and it was great, I know it will be good for me."

- Beth, 32

Top Recipe Apps According to Millennials



Source: BSM Media, 2015

3

THE NEW FAMILY DINNER

- Millennial Moms place high importance on family dinners.
- Millennial Moms define a family dinner as a meal where at least part of the family is together regardless of the place.
- The meal isn't as important as the company she keeps around the table.



83%

of moms want to be able to serve prepared, store-bought and delivered meals on her timetable, so the ability to reheat and re-serve food is helpful to her family's schedule.



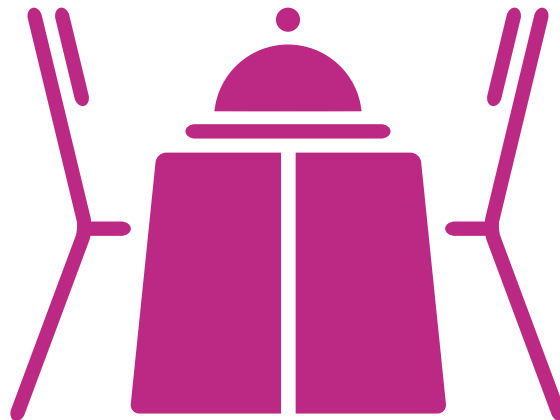
65%

of moms do not know what they are cooking or dinner at 3pm.

4

MOMS AND THE FARMERS MARKET

- Millennial Moms are interested in eating local; farm-to-table dining options continue to grow.
- With Millennials dining at restaurants more often than other generations at a rate of 3.4 times weekly compared to 2.8 for other groups, restaurants are rushing to find the right mixes of flavor, local and healthy in order to tap into this lucrative market.



5

HEALTHY ISN'T ALWAYS CHEAP

- Millennial Moms find organic prices too high.
- Trader Joe's, Fresh Market, and Whole Foods are a direct result of the Millennial generations focus on healthier 'cleaner' eating.
- Whole Food 365 every day value brand was developed to meet millennials desire for affordable clean eating.



6

LABELS ARE EVERYTHING

- Millennial Moms read labels and research products and ingredients.
- They are also highly engaged in popular diets like 'Paleo' and 'Whole 30'.

Nutrition Facts			
Amount Per Serving			
Calories	85	Calories from fat 4	
		% Daily Value	
Total Fat	0g		0%
Saturated Fat	0g		0%
Trans Fat			0%
Cholesterol	0mg		0%
Sodium	2mg		0%
Total Carbohydrate	20g		5%
Protein	0g		
Vitamin A	5%	Vitamin C	15%
Calcium	5%		5%
Total Fat	Less than	Calories:	2,000 2,500
Sat Fat	Less than		60g 80g
Cholesterol	Less than		30g 80g
Sodium	Less than		210mg 210mg
Total Carbohydrate	Less than		2,500mg 2,500mg
Fiber			300g 380g
			Sat Fat 30g 30g
Calories per gram:		Carbohydrate	5 Protein 5

Ingredients: Enriched flour (flour, malted barley, niacin, reduced iron, thiamin mononitrate, riboflavin, folic acid), sugar, partially hydrogenated cottonseed oil, high fructose corn syrup, whey, eggs, vanilla, natural and artificial flavoring, salt, lecithin

7

BENTO BOX OR BROWN BAG?

- Moms are now adding themed foods to kids lunches in addition to cutting foods into small shapes and mixing in new flavors.
- Looking to Pinterest for ideas.
- Special lunches make her feel closer, more connected with her children.

#TAKENOTE

Marketers, pay attention to packaging and flavor enhancements and don't forget the power of Pinterest for food and meal planning marketing.

8

ONLINE GROCERY SHOPPING

- Convenience is key!

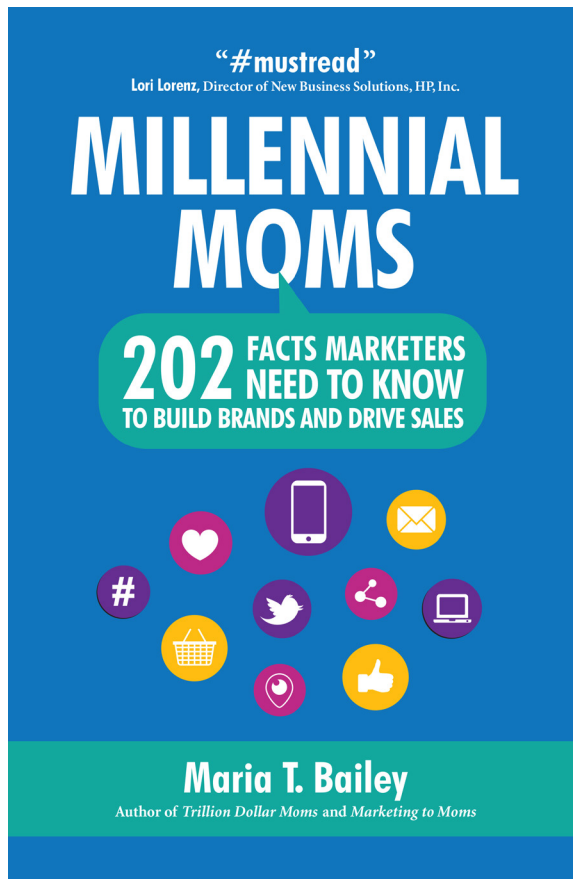


25%

of Millennials say they would spend the premium for same day delivery of groceries.



THANK YOU!



WANT TO LEARN MORE ABOUT MILLENNIAL MOMS?

1. Check out ***Millennial Moms: 202 Facts Marketers Need to Know to Build Brands and Drive Sales*** by Maria Bailey, available on [Amazon.com](https://www.amazon.com).
2. Visit MillennialMomsMarketing.com to sign up for a 5-week digital course on Marketing to Millennial Moms and to download exclusive videos.
3. Visit BSMMedia.com to learn how Maria Bailey and her team at BSM Media can design an innovative millennial mom marketing campaign for your brand.
4. Contact Maria Bailey directly with questions at Maria@bsmmedia.com.
5. Follow Maria Bailey on social media:

