

### MEET THE HEALTH & WELLNESS GENERATION

### how will your campus better **Serve** gen z in 2021?

Gen Z feels empowered to change their lives and the world for the better. Their radar is highly attuned to the well-being of their communities, the impact of COVID-19 and how to attain the highest level of health and wellness.



## GenZ is community-conscious

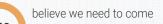
#### WELL-INFORMED. CARES DEEPLY. PURPOSE-DRIVEN.

Gen Zers focus on positive progress, choose purpose-driven companies, and support businesses and causes they believe in.















learn what they can do to make

a difference for the environment



together to make progress on important issues

believe their generation has the power to transform the world for the better



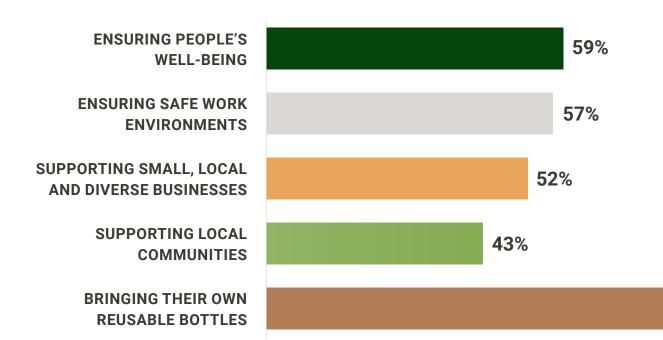
believe they can personally make a difference on issues important to them 90% believe companies should tall action on important issues
83% see a company's purpose as a core consideration in where to work
72% will buy from purpose-driven companies

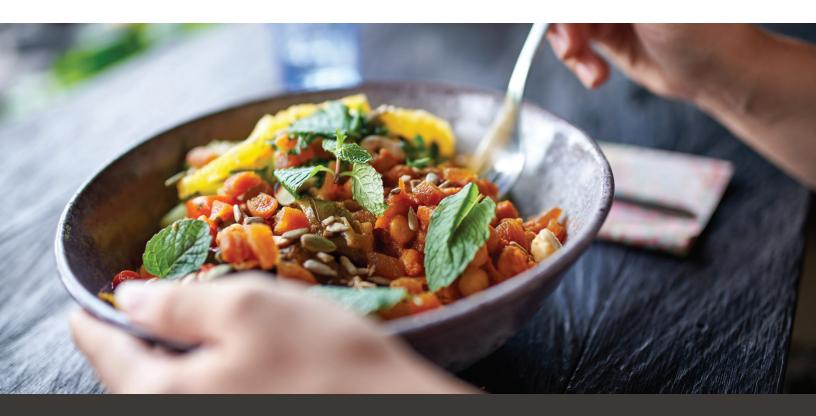


### CienZ is COVID-19-conscious

#### LIVING SAFELY. WORKING SAFELY. DINING SAFELY.

The pandemic has heightened Gen Z's concerns for their future, community safety and the future of our planet. They feel more urgently compared to before the pandemic about these sustainability initiatives:





### Cien Z is health-conscious

#### IMPACT OF THEIR CHOICES. PERSONALIZED NUTRITION. PLANT-FORWARD.

Gen Zers care deeply about their community's health and wellness, as well as their own – and they want companies to care, too.



### IMPACTFUL CHOICES

Gen Zers are focused on the well-being of themselves, as well as others.

49% better for the planet39% support animal welfare



### PERSONALIZED NUTRITION

Gen Zers are looking for options that meet their needs.

33% are vegetarian14% are dairy-free



### **PLANT-FORWARD**

Gen Zers want menu items that align with their preferences and values.

42% are vegan

48% are plant-forward

83% limit or exclude pork

87% limit or exclude processed meats

88% limit or exclude red meat

# is your campus *prepared* to better serve Gen Z in 2021?

Harvest Table is rooted in health and wellness and designed to nourish every student's body and mind, while also taking care of our communities and planet.We check all the boxes in Gen Z's quest for community and health consciousness.

Well-being is fundamental
Support healthier decisions
Establish positive lifelong habits
Meet varied nutritional needs
Protect the planet





Learn more about how our registered dietitians and wellness managers ensure the menus we create work for a variety of nutritional needs. Contact us today.

CONTACT US