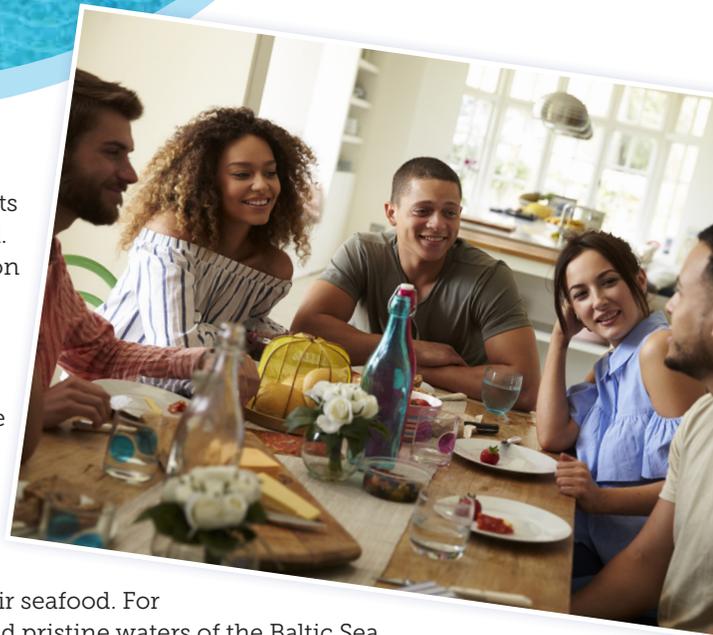


Top Food Trends Translate to New Home Cooking



Today's young families are cooking at home in new ways. Young parents are placing fresh importance on sitting down to a home-prepared meal. Half of millennials even identify themselves as 'foodies.'¹ This Generation Y, a group which reached adulthood near the year 2000, is bringing restaurant trends to the home kitchen in modern ways:

Clean is the new healthy- Taking their cues from restaurant menus which identify their farm suppliers, younger cooks want to know where their food was sourced. They are reading labels and purchasing meat labeled 'no antibiotics ever';² they are using canned seafood label codes to track back to the boat on which their fish was harvested.

Chicken of the Sea has instituted a trace back system (<http://chickenofthesea.com/trace>) to help consumers locate the source of their seafood. For example, you can find out that your sardines were harvested in the frigid pristine waters of the Baltic Sea in a sustainable manner on a specific ship.

Less is more for sophisticated tastes – Millennials are gravitating toward wholesome, less processed foods. The popular idea to 'eat food your grandmother could recognize'³ has led to the resurgence of some foods popular in the past. For example, your grandmother probably ate sardine sandwiches.⁴

Sardines are back on trend; these tiny fishes are minimally processed (<https://chickenofthesea.com/company/know-your-seafood/sardines>) and most tins contain only a few simple ingredients like wild-caught sardines, salt and water, in BPA-free tins. Supermarket News' 2017 trends report suggests eating 'sophisticated sardines' with crackers, lemon and garlicky aioli sauce.⁵ They would also be delicious on a charcuterie plate, the popular entertaining platter of snack-able portions of protein.⁶

Kids eat healthy – Young parents are placing value on feeding their children healthy, sustainable foods. The 2017 trends report from the National Restaurant Association states that healthful fare is appearing on kids' menus across the nation.⁷

And while not everyone will be serving sardines to their kids at home, they certainly qualify as nutritious. The newest Dietary Guidelines encourage everyone, including children, to eat seafood at least twice a week for brain-boosting benefits.⁸ Dietitians encourage the introduction of seafood at an early age to help children learn to like fish. Sustainable sardines contain good nutrition, yet are low in mercury. A 3.75-ounce can of water-packed sardines contains:

- More than 4 mcg of vitamin D (22 % of DV)
- 1200 - 2000 mg of DHA + EPA omega-3 fats
- 17 grams protein (34% of DV)

¹3 Ways the Millennial Foodie is Changing the Food Industry. <http://www.bizjournals.com/bizjournals/how-to/marketing/2014/05/3-ways-millennial-foodie-is-changing-food-industry.html?page=all>

²Perdue Farms Eliminated All Antibiotics from Its Chicken Supply. <http://www.wsj.com/articles/perdue-farms-eliminated-all-antibiotics-from-its-chicken-supply-1475775456>

³Just Eat What Your Great Grandmother Ate. <http://michaelpollan.com/reviews/just-eat-what-your-great-grandma-ate/>

⁴Speakeasies, Sofas, and the History of Finger Food . <http://www.pbs.org/food/the-history-kitchen/history-finger-foods/>

⁵Food Trends on the Horizon for 2017. <http://www.supermarketnews.com/health-wellness/gallery-food-trends-horizon/gallery?slide=7>

⁶What's Hot Top 10 Food Trends in 2017. <http://www.restaurant.org/News-Research/News/Whats-Hot-Top-10-food-trends-in-2017>

⁷What's Hot Top 10 Food Trends in 2017. <http://www.restaurant.org/News-Research/News/Whats-Hot-Top-10-food-trends-in-2017>

⁸U.S. Department of Health and Human Services and U.S. Department of Agriculture. 2015 –

2020 Dietary Guidelines for Americans. 8th Edition. December 2015. Available at <http://health.gov/dietaryguidelines/2015/guidelines/>



