

Catch Millennials with Seafood

A HUGE AND GROWING OPPORTUNITY. JUST ADD SEAFOOD



There are
80 MILLION
of them...our largest generation.

(Source: Technomic, 2016)

- > **\$200 billion** spending power
- > **67%** want to eat healthier...and **consider seafood healthier**
- > **61%** eat seafood for dinner once a week
- > **62%** want **more seafood variety** at restaurants
- > Lent still counts. **30%** eat **more seafood during Lent**

Source: Technomic-2016, Prepared Foods-2016

Table of Contents



Millennial Facts



Some Menu Tips



**How to bring Millennials in...
and keep them coming back**



Chef Johnny's Tips

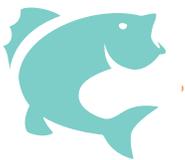
Millennial Facts



From businesses they want transparency, authenticity and truth telling. They want to be talked with, not to, via social media. They love to have input in product development. And they support environmentally friendly businesses that maintain, not deplete, our resources. But they also look hard for value, because they have financial issues.



They will come if you serve them. From restaurants they want something interesting and different...with a focus on healthy. They want variety, new flavor options, shareability and a chance to customize their orders.



They believe in seafood for its health benefits, and here's why that's good news for you. Seafood is a menu favorite that's not easy to enjoy at home because it takes a lot of prep work, and some culinary know-how. You on the other hand, can supply the flavorful options they want because there's so much inherent variety in species, prep methods and recipes. And with its high perceived value, seafood gives you lots of margin-enhancing opportunities.

Some Menu Tips



Keep it interesting. Try some new ethnic flavor options with sauces, spice levels and different ingredients. Offer them as specials and ask for feedback.



Make it easy for you. Substitute fish in your chicken dishes. You'll find that it works great, and you can offer more variety without more ingredient inventory.



Create excitement with mashups. Seafood is ideal for that. It shows up in so much global cuisine. How about an Asian stir-fry with Crab or Lobster Sensations[®] served with fried green tomatoes?



Encourage substitution and customized plates.

A Build-Your-Own menu section lets you cater to multiple tastes.



Merchandise your Green credentials. King & Prince Seafood[®] fish and shrimp comes from sustainable sources. Try our long-line caught cod and highlight it on the menu. Don't serve "white fish". Serve halibut, pollock, Alaskan cod, haddock, and tell them about best harvesting practices. Talk about the health benefits of seafood. It's a medical fact and a great selling point.

How to bring Millennials in...and keep them coming back



It's no secret. Millennials are all over social networks. Engage with them...and keep at it. Also keep up-to-date with the latest digital trends and popular apps. Your staff can be invaluable here... engage them as well.



Don't sell. Offer useful information about local activities and events. But don't hesitate to talk up your specials, new items, and off-hours promotions. They often like to eat at non-traditional times.



They want value. Run promotions—take advantage of King & Prince Seafood® deals.



Engage with them in the restaurant. Ask for and reward input and ideas.



Be hyper alert to customer satisfaction. Millennials rely more on friends' opinions and peer referrals than previous generations. And those opinions are available at the push of a smartphone button.



Make sure your website is responsive. That means it will display well on any device: PC, smartphone, tablet.



Surprise them with free tastings of new items.



Chef Johnny's Tips



5 steps to engage Millennials with seafood this Lent...and beyond!

- 1. Use sustainable seafood.** You can find it at King & Prince Seafood®. It's easy and efficient: less prep, 100% usable. Our **Lent promotion** and year-round deals will help you offer value.
- 2. Get creative with new recipes.** Follow King & Prince Seafood® on Facebook, Twitter, LinkedIn, Pinterest and YouTube for new ideas and recipes.
- 3. Engage and train your staff, encourage their input.**
- 4. Menu new recipes and more seafood during Lent.** Try our suggestions at kpseafood.com/recipes.
- 5. Promote your new menu items** using social media, email, table cards, direct mail, and traditional media according to your budget. Also encourage word of mouth.

“If you don't do it someone else will”

Chef Johnny Carino



★★★★JUST FOR YOU★★★★

Check your email for seafood recipes and an exclusive coupon