

Michigan Futures 2033

THE FUTURE OF FOOD

'33



AGENDA

01

Concept

Introducing the not-so-distant future of food in Michigan.

02

Target Audience

Who we observed, why, and who our predictions are for

03

Predictions

Our breakdown of Michigan's food scene by Macro Trend

04

Conclusion and Discussion

Time to discuss and pull it all together



THE CONCEPT

Breaking down our predictions

This trend report looks at Michigan in 2033 and focuses on the way that current trends and forces signal toward realistic predictions of what the scene may look like a decade from now.

Our Research:

Our predictions are supported by well-rounded evidence from experts in the field and reputable data analyses.

Our desk research is composed of popular media sources to read about the future of food on a large scale, scholarly supported statistical data, and other well-reported trend forecasts in the sector.

Our on-site research is composed of an interview with a field professional and multiple observational local site visits.



TARGET AUDIENCE

Try Pitch

Michigan residents in 2033 of all genders and ethnicities, with a heavy emphasis on those in college-towns like Ann Arbor.

As University of Michigan Students, we mostly observed Ann Arbor and its food and culture, so this trend report focuses largely on the findings we have from site visits, interviews with students, and our own day-to-day observations as workers and patrons within the Ann Arbor food industry

MI — 33



TAILORED EXPERIENCES

From Omakase to Farm-to-Table dining experiences, tailored dining experiences call to Michiganders in the same way that luxury fashion does. In the next decade, we anticipate a shift toward dining that is tailored to appearances that are luxe, expensive and, most of all, exclusive.

HOW IT'LL MANIFEST



Tasting Menu Experiences

With the success of SPENCER, Taste Kitchen, Blue Llama, and even the student-run Backdoor in Ann Arbor, we think chef's selection tasting menus and full meals will become the big attraction.



Hands-on Experiences

COVID-19 sparked a passion for classes and hands-on experiences starting in our own kitchens. We anticipate more restaurants offering cooking and unique dining methods to keep up with this new love.



Luxury Dining Made Accessible

As industries like hospitality, fashion, transportation, entertainment, and even finance lean into the "luxury" aesthetic, we forecast that dining will follow suit.

SOBER CURIOUS?

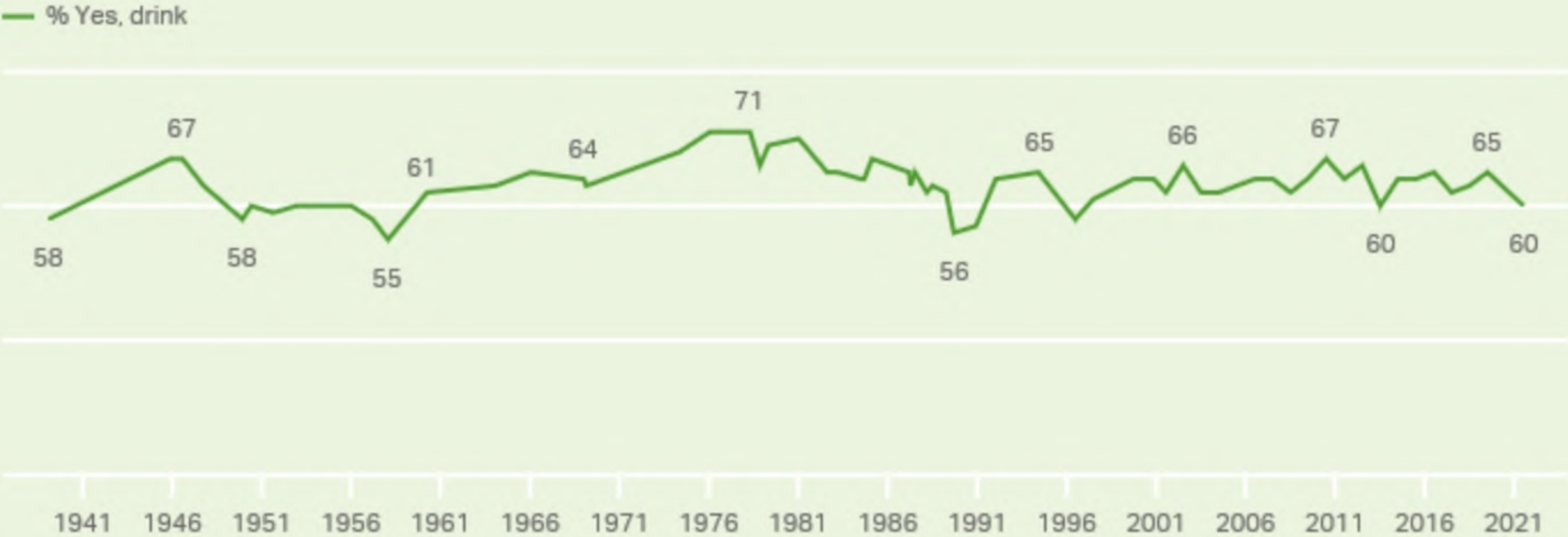
What it means:

"Sober curious" refers to the interest or *curiosity* in reducing alcohol intake in one's daily life. This could involve replacing alcohol with recreational drug use, or cutting both vices out entirely – regardless, it's starting to rear its head in Gen Z.



Americans' Use of Alcoholic Beverages, 1939-2021

Do you have occasion to use alcoholic beverages such as liquor, wine or beer, or are you a total abstainer?



GALLUP

Americans' Use of Alcoholic Beverages, by Subgroup

Do you have occasion to use alcoholic beverages such as liquor, wine or beer, or are you a total abstainer?

	Yes, drink
	%
Gender	
Men	63
Women	57
Age	
18 to 34	60
35 to 54	70

HOW IT'LL MANIFEST



Normalization and widespread acceptance of Mocktail menus

As more adults become interested in the sober-curious and sober lifestyles, we anticipate new legislation around different glasses for alcoholic vs. non-alcoholic beverages, more bars featuring mocktails/shrub menus, and a shifted understanding of what nightlife entails.



21+ Sober Inclusivity

Active efforts to make bar environments sober-friendly without welcoming minors will likely start to appear in social media ads, lowering the barrier to entry of this lifestyle.



More experience-focused bars/lounges

With nightlife shifting away from binge drinking, bars and lounges will likely alter their ambiance and activities to better accommodate non-drinking patrons.

CANNABIS

What it means:

The Cannabis industry has boomed in the last decade. As recreational Cannabis use becomes more normalized, we'll continue to see the drug ingrain itself in American culture.

HOW IT'LL MANIFEST



Cannabis Pairings

As we see other industries like fashion and technology focus in on personalization and elevated experiences, we anticipate cannabis pairing recommendations to become more commonplace in restaurants.



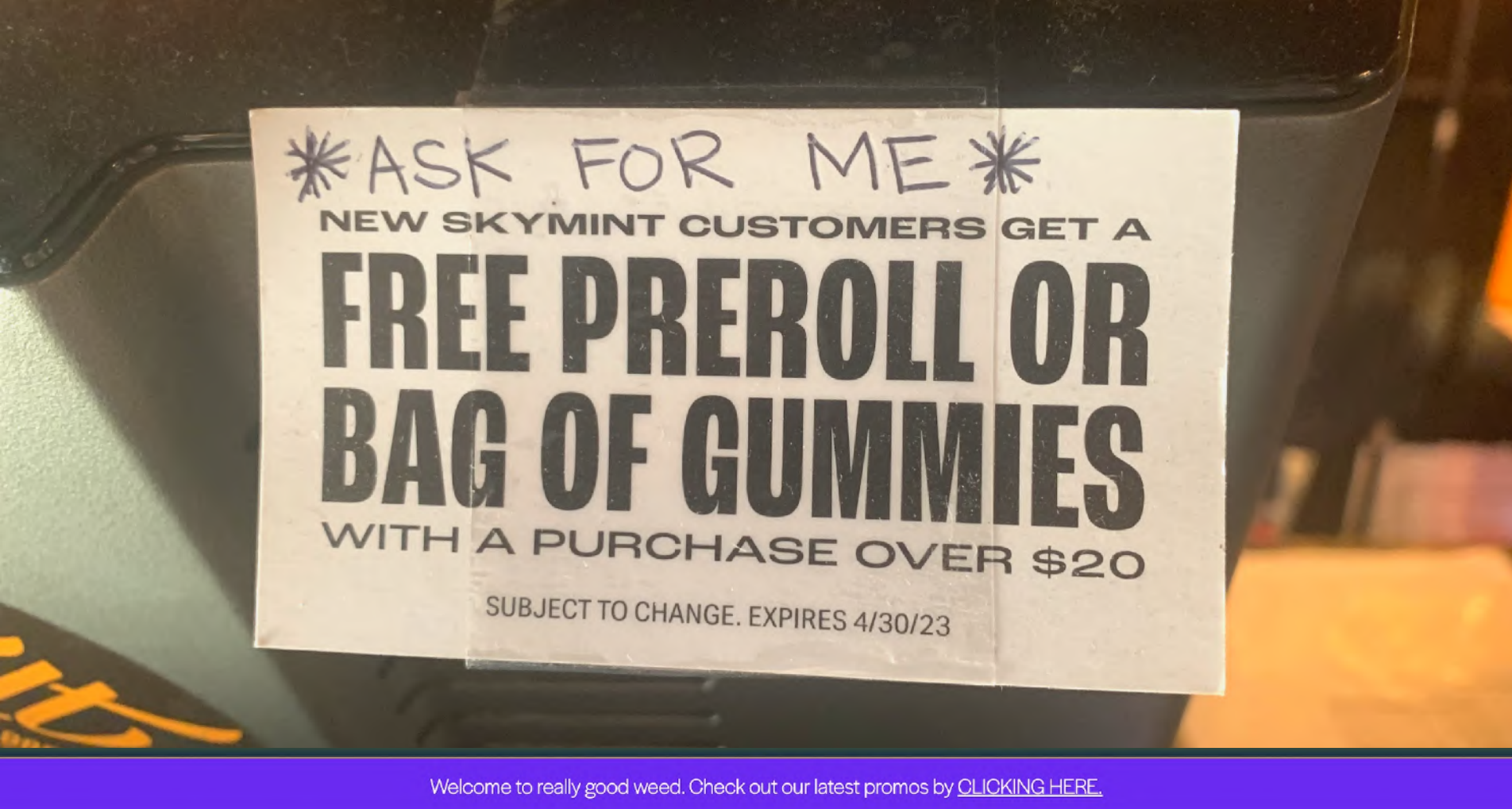
Infused food– Elevated

Cannabis infused restaurants have began popularizing across legalized states and Michigan is expected to follow suit as dozens are popping up among the state. Cannabis infused catering is also on the rise for events.



Normalization and Simplification of Public/Social Consumption

With the legislative and social acceptance of cannabis consumption in Michigan, public and social consumption will manifest similarly to how the social and public consumption of alcohol has.



Welcome to really good weed. Check out our latest promos by [CLICKING HERE](#).



HOPCAT

Even now, local bars, restaurants, and corner stores like Hopcat and Campus Corner are partnering with dispenseries to bring Cannabis to patrons'



HIGH PROFILE X CAMPUS CORNER



High Profile

Ann Arbor
Currently Shopping

Shop Now

Campus Corner Shoppers Save Big at High Profile!



Campus Corner Party Store shopper?

Enjoy the perks of a perfect pairing.

Try Pitch

Bring in your Campus Corner receipt of \$20 or more to enjoy 10% off your same day High Profile purchase!

Located one door down from Campus Corner at:

DELIVERY

Food delivery has recently become more popular due to technological advancements and the COVID-19 Pandemic. This demand will continue to grow as people opt out of traditional dining experiences.

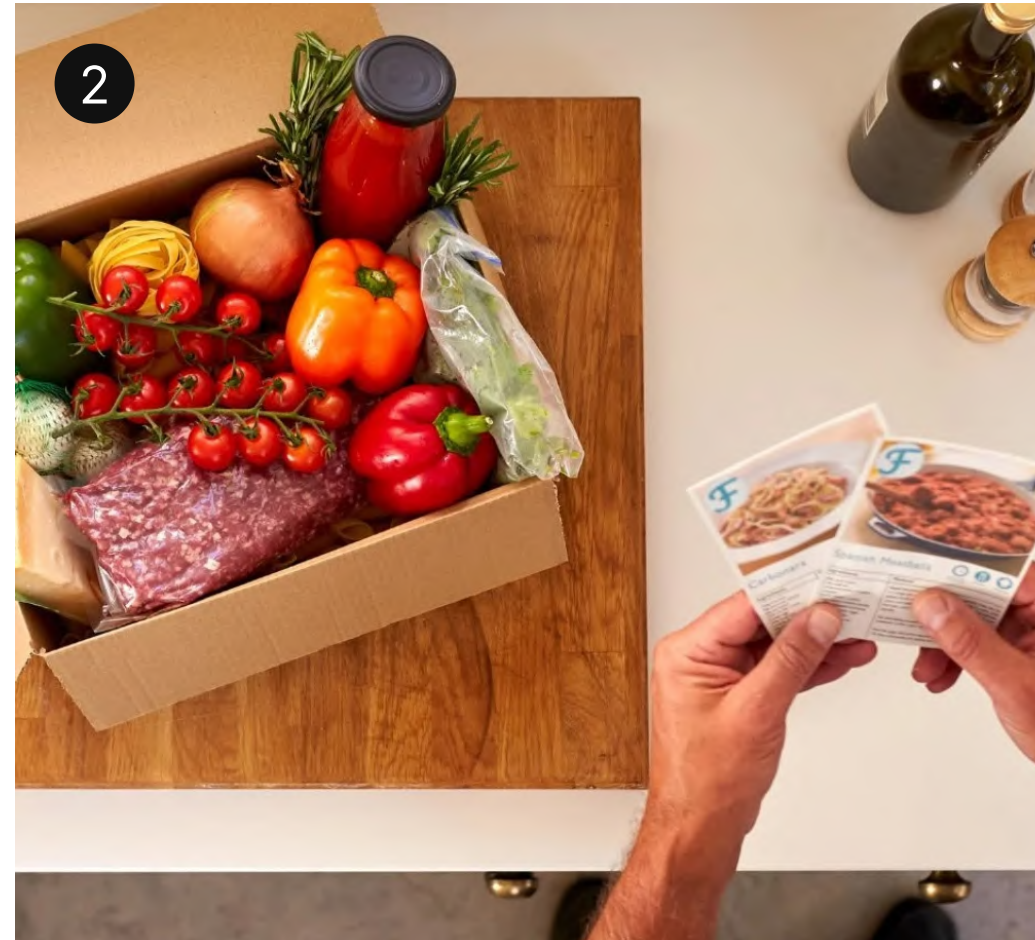


HOW IT'LL MANIFEST



More Online-only/Ghost Kitchens

There are increasing amounts of online-only/ghost kitchen restaurants. As there is an incentive for restaurants to use delivery services, there are often delivery-only promo deals for customers as well. As a result, increasing amounts of people are being drawn to food delivery.



Grocery/Meal Kit Delivery

As services like HelloFresh continue to grow, people are opting to get their meal ingredients delivered. Almost all major grocery stores now offer same-day and affordable grocery delivery for regular groceries as well.



The Increasing Desire for Convenience and Assessibility

As 'hustle culture' and the value of multitasking continue to thrive, people crave convenience and assessibility to necessities liek food and drink. Getting meals delivered to ones work, school, etc removes a major pain point in many peoples lives.



ORDER AHEAD

Order Ahead has boomed in Ann Arbor, NYC, SF, Chicago, and could easily be implemented across MI in 10 years. With apps like Snackpass, GrubHub, UberEats, and Doordash incentivizing the pick-up option with a discount in many locations, we believe that this is a viable direction for the food industry.

HOW IT'LL MANIFEST



Preferred Online Ordering for Sit Down

As restaurants look to cut costs, we anticipate a shift towards order-ahead apps and kiosks replacing a large amount of wait staff and hosts. Restaurants may prefer to simplify down to their biggest value proposition– the food, while changing how the sit-down experience feels in a different but still welcome way.

Try Pitch



Order ahead seating

When we think about growing trends in cities that influence A2, we think of the ever-popular markets in NYC. Chelsea Market, Canal St. Market, and many other food halls provide cafeteria style seating for patrons, which Ann Arbor lacks.



New Modes of Grocery Shopping

Ever wanted to pick your own veggies from a garden? Butcher your own meat? Taking a page out of the experience book, we see a desire for experience-focused grocery shopping experiences, which will likely require advanced notification. As farmers markets are already majorly popular in MI, this seems like a logical next step.

CONCLUSION

1

Forces we saw at play

Do you think that any of the forces we discussed could alter our trend prediction? Which?

2

COMM 490 – Bringing it together

How did this class influence our presentation and report?

3

For the love of research

A discussion of how we got to our findings. Which ways would you have used?

4

Q+A

We just dumped a lot on you. Any lingering questions?



THE END

FIN