

# Millennials: FLAVOR EXPLORERS

**45%**  
of millennials are willing to try an item or condiment featuring a **new or interesting flavor** at a c-store prepared foods area

**46%**  
of millennials say they're willing to **spend more on a meal that features new or unique flavors**

**42%**  
of millennials (but just 25% of older consumers) are likely to purchase **Asian-style foods** from c-stores at least occasionally as a snack

**39%**  
of millennials like dishes that feature a **fusion of flavors** from more than one type of cuisine



## Trending Flavors

- ▶ Sweet & Spicy
- ▶ Ethnic fusion
- ▶ Hot peppers

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