

◦ YOUR GUIDE TO ◦ TODAY'S POLYCULTURAL MILLENNIAL

◦ THEIR ◦ CHARACTERISTICS

44%
of Millennials **identify as multicultural**

72%
of all Millennials **say they are always looking for different cultural experiences** and influences that will broaden their horizons

66%
of all Millennials **display high cultural openness** (versus 54% of the total population)

Source: The Futures Co. Monitor Download, Polycultural America, 2015

They're today's largest generation of consumers, and their desire for new influences and experiences is transforming the restaurant business. Understanding these four characteristics that set Polycultural Millennials apart from other diners can help you succeed with these consumers.

1. DESIRE TO EXPRESS THEIR IDENTITY

It's important for Polycultural Millennials to communicate that their identity is a product of multiple cultural influences to the rest of society—using social media (with food as a favorite subject) to build their identity.



Successful restaurant brands are providing content and platforms for them to highlight and share their eclectic eating experiences.

2. GRAVITATE TOWARD CULTURAL FUSION

Polycultural Millennials feel a need to revive their cultural roots but also hold a great openness to blending their heritage with other cultures.



A menu that taps into the familiar but serves classics with a twist (think fusion) aligns with the Polycultural Millennial's desire for new flavor combinations.

◦ THE ◦ POLYCULTURAL MILLENNIAL

They're not just multicultural Millennials; they're a growing percentage of their generational peers who possess a new sense of cultural openness.

MULTICULTURAL → ETHNIC IDENTITY

POLYCULTURAL → AN OPEN OUTLOOK TO OTHER CULTURES

This appreciation of diverse cultures is apparent in various aspects of their lives but has been most revolutionary in their approach to food.

Their attitudes about dining, food shopping and cooking have been shaped by a desire to experience new foods, global cuisines and eclectic dining experiences.

3. HOLD A STRONG SENSE OF COMMUNITY

Polycultural Millennials hold a strong community sensibility and have an orientation toward something beyond themselves. Their restaurant choices reflect their commitment to brands that represent their values of transparency, authenticity and sustainability.



Restaurants can show they understand the importance of community and connect to Polycultural Millennials by aligning their values with those that matter to these consumers.

4. SEEK PERSONAL EMPOWERMENT

Polycultural Millennials are constantly looking for ways to grow, learn and advance in the world.



Restaurant brands can tap into this desire by sharing their origin and heritage stories, providing opportunities to discover how dishes are conceptualized and suggesting new ways to pair food and beverages.

For more information visit Upshot.Agency.