



# The Digital Consumer of the Future

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HOW WE MAKE  
~ *food* ~  
DECISIONS



HOW WE BUY  
**FOOD**



~ HOW WE ~  
*prepare*  
**FOOD**

A close-up photograph of a person's hands holding a tablet computer. The tablet displays a food menu with various items like burritos, sandwiches, and pastries. The person is wearing a black leather jacket and blue jeans with a tear. A white smartwatch is visible on their left wrist. The background is a blurred outdoor setting.

HOW WE MAKE  
~ *food* ~  
DECISIONS



AUSTRALIANS  
**LOVE**  
*Red meat*

*Millennials top source of food knowledge is the internet*

MOST OF THAT:  
~ *social* ~  
**MEDIA**

# *Food trends*

REFLECT INCREASED AWARENESS AND TAKING CONTROL



TRANSPARENCY



HEALTH



TRACEABILITY



FUNCTIONALITY



SUSTAINABILITY



ORGANIC



FREE  
RANGE



GRASS  
FED



CLEAN  
LABELS




HORMONE  
FREE



INSECTICIDE  
FREE

- LOOK FOR INGREDIENTS
- CHOOSE A DISH
- PICK A STYLE
- START AGAIN
- FAVORITES
- ← BACK



✓ **BEEF** ✕

Beef is the culinary name for meat from bovines, especially cattle. Beef can be harvested from cows, bulls, heifers or steers. Acceptability as a food source varies in different parts of the world. Beef muscle meat can be cut into roasts, short ribs or steak (filet)

© W



✓ **SHALLOT** ✕

The shallot (*Allium cepa* var. *aggregatum*, or the *A. cepa* *Aggregatum* Group) is a botanical variety of the species *Allium cepa*, to which the multiplier onion also belongs. The shallot was formerly classified as a separate species, *A. ascalonicum*, a name now


© W



✓ **CHILE DE ARBOL** ✕

The Chile de árbol (Spanish for tree chili) is a small and potent Mexican chili pepper also known as bird's beak chili and rat's tail chili. These chilis are about 2 to 3 inches (5.1 to 7.6 cm) long, and 1/4 to 3/8 inch (0.64 to 0.95 cm) in diameter. Their heat index is between 15,000

© W



✓ **CHIVE** ✕

Chives is the common name of *Allium schoenoprasum*, the smallest species of the edible onions. A perennial plant, it is native to Europe, Asia and North America. A *schoenoprasum* is the only species of *Allium* native to both the New and the Old Worlds. The name of

© W



*We will compete in a new arena*



**SYNTHETIC**



**INSECTS**



**ALGAE**



# HOW WE BUY FOOD





RIGHT NOW WE SHOP

**MOSTLY**

*~ at ~*

*supermarkets*

**Why?**



JUST ASK  
amazon echo

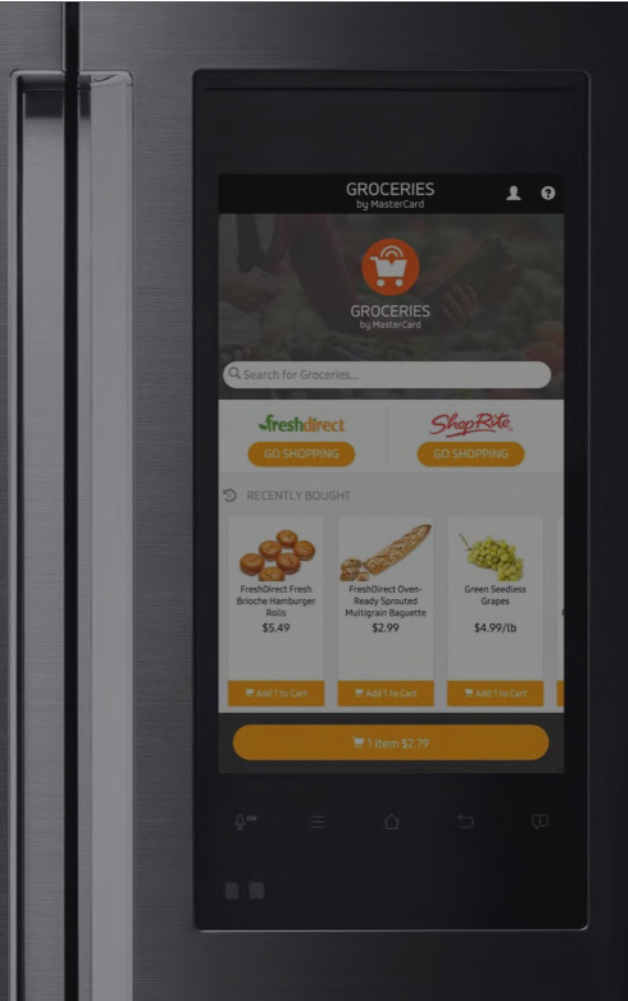


Introducing  
amazon dash  
Exclusively on amazon fresh



*Frictionless ordering*

SMART FRIDGES  
~ and ~  
toilets



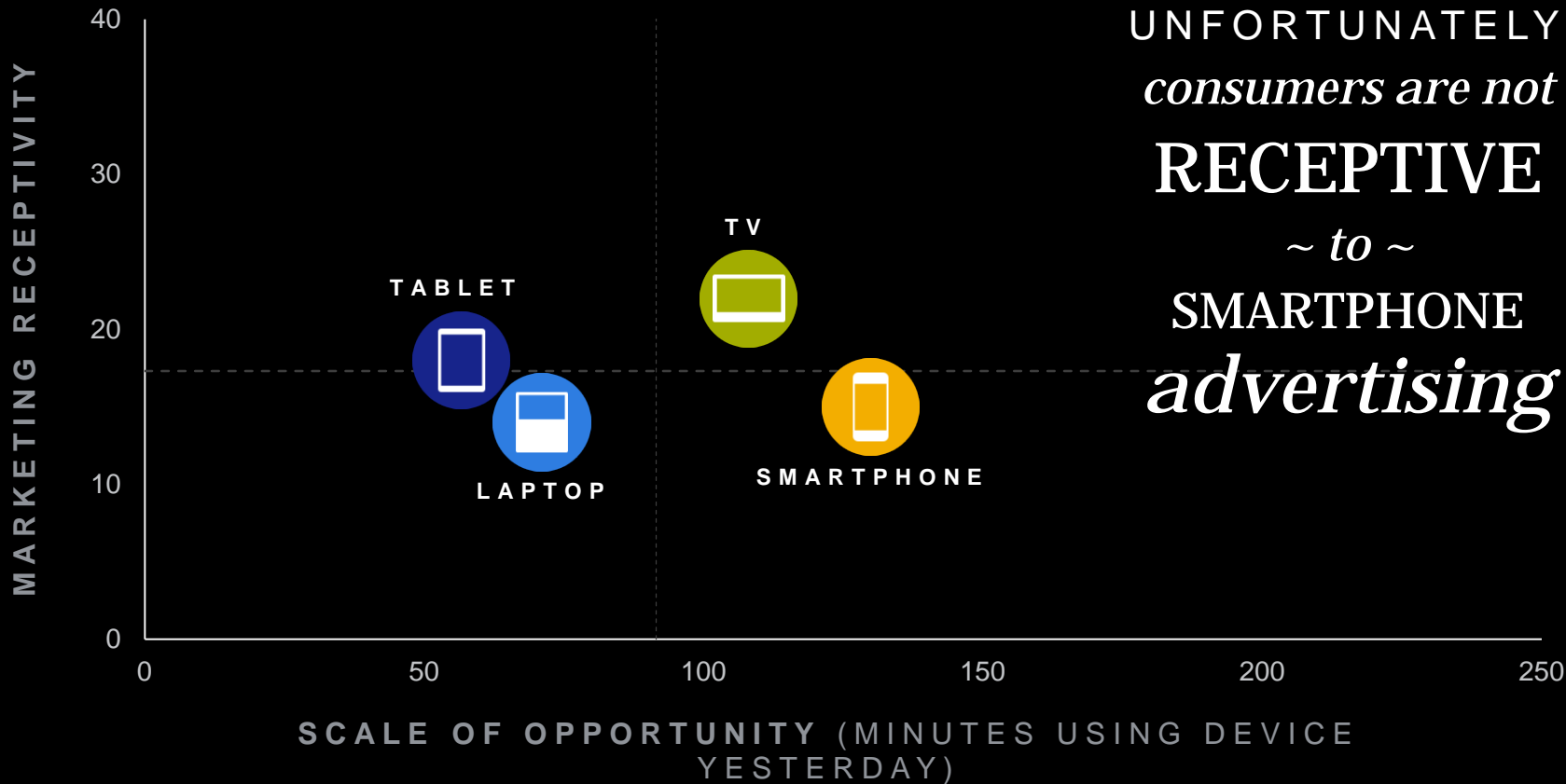


FROM  
CONSCIOUS CONSUMERS  
~ to ~  
*passive*  
*conscious consumers*

*Mobile computing will be at the heart of this*



OF AUSTRALIANS  
~ *already own a* ~  
**SMARTPHONE**





~ HOW WE ~  
*prepare*  
**FOOD**





85-90%

OF MEALS  
~ are eaten at ~  
**HOME**

*and Millennials and Gen Z are cooking more, not less*



THE RISE  
~ of ~  
*easy to assemble*  
**FOOD**

The image shows two industrial food robots, one on the left and one on the right, both with beige and white joints and black articulated arms. They are positioned in a kitchen environment. The left robot's hand is extended towards a counter. On the counter, there is a green bottle of 'HILLY PRAT' beer, several white squeeze bottles, a glass of beer, a glass of red sauce, a bowl of red tomatoes, and a small dish with a burger patty. In the background, a rack holds various kitchen tools like a spatula, a brush, and a ladle. A stainless steel pot sits on an induction cooktop. The scene is lit with a cool, blueish-purple light.

# *Food Robots*



# *The present*

***Social media, websites,  
friends, curated service***

***Supermarket,  
local store, online,  
curated service***

***Traditional,  
Experimental,  
guided***

***As a group (Real  
or virtual)***

**DECIDE WHAT  
TO EAT**

**SHOP  
(POSSIBLY GET  
DIVERTED)**

**COOK**

**EAT**

# The future

*Social media, websites,  
friends, curated service*

*Automated  
processes*

*Guided or  
automated*

*As a group (Real  
or virtual)*

DECIDE HOW  
TO EAT

BUY  
(UNLIKELY TO BE  
DIVERTED)

COOK

EAT

*So what do we do today?*



**EMBRACE**  
*new tech*

*So what do we do today?*

POSITION AGAINST  
**EXISTING**  
~ and ~  
*upcoming*  
COMPETITORS



*So what do we do today?*

CONSIDER  
~ the ~  
*changing*  
REALITY

DETERMINE  
*how we will*  
COMMUNICATE  
WITH CONSUMERS  
~ in ~  
**NEW**  
*innovative ways*





**Thank You!**

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