

Cozy at Home With Flavors From Around the World: Better Homes & Gardens' Bi-Annual Food Study Reveals Surprising Millennial Tastes and Habits

Global Foods Are More Popular Than Ever, But Sourcing Ingredients Locally and Cooking at Home Are Key

NEW YORK, July 24, 2018 -- **Better Homes & Gardens**, Meredith Corporation's (NYSE: MDP), www.meredith.com, flagship lifestyle, home and food brand, today announced findings from **Better Homes & Gardens' Food Factor 2018** a nationwide survey conducted among U.S. women.*The sixth such study from *Better Homes & Gardens* in 20 years, *Better Homes & Gardens' Food Factor 2018* is a trend study exploring the ever-changing attitudes and behaviors relating to what and how we eat, entertain and gather ingredients.

The overarching finding for 2018 is that women, specifically millennial women, are more interested than ever in global flavors and foods. However, while their palettes are wide-ranging and international, there is an increased focus on sourcing ingredients locally, including their own backyards. Entertaining and eating at home is also on the rise, reinforcing the idea that local and intimate are important. Millennials want a connection to their food and to be involved in every step of the food journey - from plant to plate.

"Over the last few years, we have seen this curious, adventurous generation of home cooks emerge," explains Nancy Hopkins, Food Editor at *Better Homes & Gardens*. "They are breaking away from the norm and seeking diverse, global foods. But while they are cooking with global flavors, their focus is on staying local – sourcing local ingredients and serving friends and family in the comfort of their homes."

ASPIRING GLOBAL

Feeding a Passion: Different & New

According to the survey, millennials have a strong interest in exploring new foods and recipes.

- 93% of millennials try new recipes every month
- 77% have an interest in experimenting with new foods.

Where in the world is my food from?

Millennial home cooks are inspired by global flavors:

- 80% of millennials say they like to cook new regional or ethnic foods
- 40% of millennial are cooking more regional and ethnic dishes than they were 2 years ago

New Pantry Staples

This shift to more global flavors is now reflected in the ingredients they use on a regular basis. The study finds that common ingredients found on the pantry shelves of millennials now include:

- Chipotle chilis in adobo sauce

- Fish sauce
- Hoisin
- Tamari
- Kimchi

ACCOMPLISHING LOCAL

Homegrown

Better Homes & Gardens' Food Factor 2018 finds that millennials are looking local to fulfill these global food aspirations. Many are now relying on their own backyards to source their ingredients, with many planning to grow their own ingredients in the near future.

- 32% of millennials have grown fruits, veggies or herbs in the past 12 months
- 24% plan to grow fruits, veggies or herbs in the next 12 months

Specialty Shopping

Even those ingredients not homegrown are sourced from places not much further than their own backyards.

- 55% of millennials are eating more locally grown or produced foods compared to two years ago
- 3 out of 5 millennials surveyed regularly buy local food

Why local?

The top 5 reasons cited for wanting to shop local:

- Freshness, taste, support local businesses, trust quality, know where the food came from

Home Rules

This local mindset extends to where they are doing the cooking and entertaining, as well. Staying local and intimate with friends matters to millennials:

- More than half of millennial respondents (62%) are eating at home more compared to two years ago
- Nearly all millennials (93%) eat dinner at home at least four nights per week
- 93% of millennials love to entertain friends and family at home, hosting every 7 weeks on average.
- 86% say entertaining at home is a lot of fun - and better than meeting friends out.

Better Homes & Gardens' Food Factor 2018 trend study is the sixth from *Better Homes & Gardens* over the past 20 years. With nearly 40 million readers, *Better Homes & Gardens* uses the study to take the pulse of how the tastes and habits of American women – especially its 7 million millennial readers - are evolving when it comes to eating, gathering ingredients, cooking and entertaining.

*Methodology: ***Better Homes & Gardens' Food Factor 2018*** data was collected using standard online survey methods and best practices. The survey was in the field in April 2018, with 2,000 U.S. women age 18+ responding.

ABOUT BETTER HOMES & GARDENS

Meredith Corporation's *Better Homes & Gardens* serves, connects and inspires readers who infuse color and creativity into each aspect of their lives. Reaching 40 million readers a month via the most trusted print magazine, the brand also extends across a robust website, multiple social platforms, tablet editions, mobile apps, broadcast programs and licensed products. *Better Homes & Gardens* fuels our readers' passions to live a more colorful life through stunning visuals, a balance of substance and surface, and a blend of expert and reader ideas. *Better Homes & Gardens* is published 12 times a year with a rate base of 7.6 million.

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Meredith's National Media Group reaches nearly 175 million unduplicated American consumers every month, including 80 percent of U.S. millennial women. Meredith is a leader in creating content across media platforms and life stages in key consumer interest areas, such as celebrity, food, lifestyle, home, parenting, beauty and fashion. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S., and The Foundry, the company's state-of-the-art creative lab and content studio. Meredith's Local Media Group includes 17 television stations reaching more than 11 percent of U.S. households.

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