**What Flavors Do C&U Customers Crave?**

**Read All About It in This 2017 Report**

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Chasing the ever-changing palates of college students is more than a full-time job for a foodservice director. That’s why a new report from Technomic recently published in *Foodservice Director* does some of the work for you.

The report was published based on a survey of 1,500 college and university students, and while perennial favorites remain at the top of the list of favorite cuisines, some new ones are emerging.

Chinese cuisine was at the top of this year’s survey (62% of students say they are likely to purchase), followed by Italian (56%), Spanish (45%), Sushi (43%), Greek (36%), and Thai (35%). Yet, the fastest growing cuisine they crave is Indian (29%, up from 24% just two years ago).

Overall the favorite snack of college customers is fresh fruit (43%). Among females, that number rises to about 50% while male customers prefer potato chips or pretzels, at 36%.

For breakfast, the trend toward healthy continues, with 52% saying that eggs are their favorite and the more indulgent pancakes or waffles were at 32%.

Meanwhile, 42% say that they are more likely to order international street food, such as tacos, empanadas, arepas, and spring rolls, for lunch.

Foodservice directors and restaurant operators targeting college students within the Generation Z demographic (born between 1993 and 2003) should focus their offers on enabling students to heavily customize their meals and make them more premium, especially coffee. For grab and go, food truck, and dorm room dining, portion control packets, dipping cups, and dunk cups of everything from BBQ sauce to salsa and marinara sauce can be an easy way for clientele to customize.