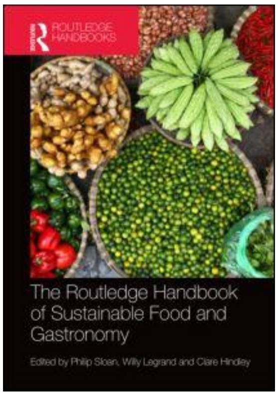

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Philip Sloan, Willy Legrand, Clare Hindley

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Christine Demen Meier, Nicolas Siorak, Stéphanie Bonsch Buri, Clémence Cornuz
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CUSTOMER EXPECTATIONS REGARDING ORGANIC AND HEALTHY FOOD

Christine Demen Meier, Nicolas Siorak, Stéphanie Bonsch Buri and Clémence Cornuz

Introduction

Consumers' interest in organic products and healthier items is one of the major trends in the restaurant industry. It is not as recent a preoccupation as one might think: the first certification for organically produced food, Demeter, was created in 1928 in Germany. The Demeter standards of biodynamic agriculture are based on the theories developed by Rudolf Steiner in a series of conferences in 1924. Demeter International still exists and is considered by some as the highest grade of organic agriculture (Weleda, 2012).

From the beginning of the organic movement, organic production has been associated with different methods and standards. Thus, defining 'organic products' is necessary. Organic products are grown under strict control. More precisely, 'organic vegetables and particularly farm animals are raised without the use of drugs, hormones, or synthetic chemicals, and are not subjected to ionising radiations to improve shelf life. The animal feed must be grown without pesticides, herbicides or inorganic fertilizers' (organic lifestyle choices). In many countries, there are certification programs that producers must follow. As for biodynamic products, they include not only organic standards, but also agronomic guidelines, greenhouse management, structural components, livestock guidelines and post-harvest handling and processing procedures (Delmas et al., 2006).

The value of the global organic products market has been growing continuously; in 2011, it reached a value of €45 billion. This trend seems independent of the financial context, as market value has increased by 25 per cent since the beginning of the 2008 economic crisis (Soil Association, 2013).

The market of organic product consumers is essentially located in Europe and the USA. Together, they represent 90 per cent of world sales, and their demand is increasing – even though organic consumption declined in the United Kingdom in 2011 (Soil Association, 2013).

Giving a precise definition of 'healthy food' is more difficult, as no nomenclature or certification exists. Nevertheless, it is possible to have a general idea of the main types of healthy products and of the evolution of the demand for this kind of food. According to *Dietary Guidelines for Americans* (US Departments of Agriculture and Health and Human Services, 2010), a healthy regime favours the consumption of fruits, vegetables, whole grains, and fat-free or low-fat milk and milk products. Lean meats, poultry, fish, beans, eggs and nuts will also be preferred to aliments containing high percentages of saturated or trans fat, cholesterol, salt and sugar.

It is difficult to evaluate the healthy food market, but some studies on food and food service trends stress its growing importance. For instance, a study done for the Sirha World Cuisine Summit in 2013 (L'Hôtellerie Restauration, 2013) shows that, out of four trends concerning food service, three feature health and wellness recommendations. Moreover, in 2011, data collected by Euromonitor (Euromonitor International, 2011) demonstrate the resistance of the health and wellness market. Indeed, between 2008 and 2009, in the United States, the value of 'better for you' products (e.g., reduced fat) increased by 5 per cent, or US$7 billion. As for 'naturally healthy' products (those containing whole grains, for example), their value also increased by 5 per cent in the same period, reaching US$10 billion.

Organic products and healthy items are increasingly requested by customers. It is therefore both legitimate and important to inquire whether this trend might become a norm and to examine how the food service market is adapting to this new shift. To do so, this chapter will first examine the motivations and profiles of customers who order organic products and the different strategies restaurants adopt to comply with this demand. The second part of the chapter will focus on the profiles of healthy food consumers and seek to explain how restaurants take part in the healthy food trend.

Organic products: which consumer for which restaurant?

Consumer behaviours and motivations

Differences and similarities between countries

According to Laisney (2011), the main trends in sustainability and food service are the consumption of organic food and the consumption of local products. However, there are differences between national organic food markets.

In France, the organic product market is experiencing a steady and strong growth. In 2011, its value was twice that of 2005. Its global value nevertheless remains moderate (2 per cent of market share). In Europe, the value of the organic food market was €19.6 billion in 2010. It continued growing during the financial crisis: the value of the market was €18 billion in 2009 (Reisch et al., 2013).

Considering how frequently organic products are consumed, one can argue that they are becoming more common. For instance, in France, 46 per cent of consumers eat organic products at least once a month (Mercier et al., 2013). Moreover, because of new legislations it is now obligatory for school restaurants in some places (France and some Italian cities, for example) to use organic items (Ministère de l'agriculture, de l'agroalimentaire et de la forêt, 2011; Clément, 2010).

The price of organic products is the main element hindering their consumption, and also makes them likely to be impacted by economic downturns. Agence BIO (Mercier et al., 2013) states that they are 30–40 per cent more expensive than traditional products. On the other hand, according to Reisch et al. (2013), the price difference varies between 10 per cent and 50 per cent, depending on the product, the season and the retailer. It should be noted that prices vary between countries (even in Europe) and types of products.

There are also differences between countries regarding the consumption of organic products. In France, consumers allocate 1.4 per cent of their food budget to such products. In

Germany, Austria, Denmark and even the UK, the consumption of organic food represents more than 4 per cent of people's total food budget (Soil Association, 2013).

Consumers' organic food purchases do not systematically follow the evolution of the economic situation. For instance, some organic food markets have not been affected by the economic crisis of 2008: the growth rate stayed the same in the French and Italian markets (Research Institute of Organic Agriculture, 2010). However, in the USA, the growth of the organic market was only 2 per cent in 2009, whereas it was in the double digits between 2004 and 2008 (Euromonitor International, 2011). In the UK, this growth was even negative in 2011, with a decline of 3.7 per cent (Soil Association, 2013).

Thus, while price is the main limitation to organic consumption, organic consumers' price sensitivity differs between countries.

Consumer profiles and attitudes

Because values guide people's behaviour and actions, consumers' motivations to buy organic food have already been widely studied. Knowledge and beliefs (e.g., that organic products are 'better for the environment, taste better, healthier . . .') play an important role (Thøgersen, 2009). Consumers tend to value organic products primarily for their health and safety added value, and then for their environmental friendliness and the possibility of consuming fewer industrially produced products. Aertsens et al. (2009) highlight three key values: security, hedonism and universalism. The literature confirms the importance of these values for organic consumption.

Consumers of organic products are mainly motivated by health and food safety (Harper and Makatouni, 2002). Previous studies have shown that consumers' anxieties about food components are determining for the consumption of organic food. Indeed, additives such as hormones, pesticides or antibiotics, which are excluded from organic products, explain consumers' increasing reluctance to buy traditional products. As Verhoef (2005) points out, fear influences the behaviour of meat consumers when they have to select traditional or organic products.

People who value hedonism are more likely to purchase organic products: psychological studies suggest that there is a bias in the way organic certification marks are perceived, with customers thinking that organic products are healthier and contain more nutritional elements than traditional products (Wan-chen Lee et al., 2013). Similarly, regarding beverages, Olsen et al. (2012) demonstrate that hedonistic people are more inclined to buy organic wines rather than traditional wines.

Universalism is another value which makes consumers more inclined to buy organic products. Aertsens et al. (2009) define universalism as a value expressing tolerance for and understanding, appreciation and protection of the welfare of all people and for nature. They state that consumers endorsing this value can be expected to have a greater propensity to buy organic products. According to Harper and Makatouni (2002), sensitivity to ethical issues is an important motivation as well, as concern for animal welfare, the environment and ethical trade encourage organic consumption.

Future consumers of organic products

Anticipating consumer behaviour towards organic products must be done carefully. While the attitude of young people can provide indications, there are still strong debates on the concrete added value of organic products.

After conducting a study on a North American campus, Dahm et al. (2010) stressed the high awareness and positive attitude of campus students towards organic products. They value them and support them by purchasing them, and would consume more if their availability increased. Another study carried out by Jang et al. (2011) focusing on generation Y (i.e., people born between 1980 and the end of the 1990s) gave similar results, even outlining two clusters of students favourable to sustainable consumption, including consumption of organic products. Together, they represent more than 60 per cent of the campus students. This generation is thought to be decisive for food production because of the purchasing power and influence on producers these students will soon have. Besides, they will transmit their values to the next generation; considering that they developed their awareness of sustainable issues on their own, the next generation might be even more favourable to organic food.

There are also, however, issues that could hinder the development of organic markets. First, there is still an intense debate on the actual added value of organic products compared to traditional products. Some scientific studies suggest that eating organic products has almost no benefit and conclude that organic consumers spend more money pointlessly (Mercola, 2012). Even advocates of organic food acknowledge that these doubts might explain the decrease in organic consumption in the UK (Gray, 2010). A second problem regarding organic products is their unsustainable nature. Indeed, while they do have a positive impact on soils and water because their production requires no (or fewer) pesticides than traditional products, they are not local products. Actually, the majority of European organic products are imported (Euromonitor International, 2011). Thus, in terms of carbon footprint, organic products cannot be considered sustainable.

Diversity of organic product implementation in restaurants

Organic products are being implemented in food service outlets in different ways. To better control restaurant managers' initiatives, some governments monitor organic certification marks in restaurants. For instance, since November 2011, the French legislation defines what kind of certification marks restaurants can use in their communication to clients, depending on the extent to which they use organic products. Three stages of organic product usage are defined: use of organic items, elaboration of a 100 per cent organic dish or menu, and using exclusively organic food.

Organic ingredients or dishes

The first and easiest possibility for restaurant managers who want to implement organic products in their menu is to select a few organic items according to product availability and prices, and to include them in one or several dishes. This option is increasingly popular; it is communicated to clients by a certification mark identifying the organic products on the menu. Any restaurant can adopt this practice: independent or chained, high-end or fast food, traditional or ethnic, etc. A decrease in prices and a better availability of organic products are supposed to encourage these actions. For example, in France, the organic wine market is experiencing a double-digit growth (Agrapresse Hebdo, 2013), and the prices of these wines are getting closer to traditional wine prices (Brugvin, 2013).

Another option for restaurants is to elaborate a full organic dish or menu. This entails more constraints and requires purchasers and kitchen chefs to think differently, as the purchaser and the kitchen chef must elaborate a concept around the organic products.

Fully organic restaurants

For food service operators, the highest level of commitment to and involvement in the organic food trend is to use only organic products. This kind of specialisation is less common: out of the 166,000 restaurants located in France, Agence BIO (Mercier et al., 2013) references 146 'fully organic' outlets; in Paris, there are only six (Couturier, 2013).

This kind of specialisation is often linked to other types of businesses. For instance, in France, the gardening shop chain Botanic is implementing fully organic restaurants in its outlets. The goal is to have more practical infrastructures and to make the time customers spend in the shops more agreeable. Likewise, a trend in European hotels is to offer both a spa and an organic restaurant: in terms of marketing, adding an organic restaurant is beneficial for them. Even the Estonian tourism department promotes hotels featuring both a spa and a fully organic restaurant (Visitestonia.com, n.d.).

Influence of main restaurant companies

As mentioned above, some major chained restaurants add organic products to their offer. For instance, McDonald's provides organic fruit juices and dairy products. But companies that handle catering in public institutions (Sodexho, API, Compass, etc.) also need to show that they are sustainability-oriented to get public procurement contracts (Fessard, 2010). Hence, in France, Sodexo has long-term contracts with producers to help them manage a conversion to organic products. This is a way to orient the suppliers' market towards sustainability. This practice is currently applied in Brest, Nimes and the Rhône-Alpes region.

For major businesses, purchasing organic products is a way to get closer to their suppliers and to improve processes and relationships (API, 2012). Facing the same difficulties as them (lack of organic products, price issues on these items, etc.) is indeed a way to get to know them better.

Fast food restaurants, notably chained ones, have a big influence on the organic food market. In France, for instance, more than 8,000 fast food restaurants feature organic products in their offer. It is a way for them to offset the negative perception consumers have of the unhealthiness of their products. These big restaurant and catering businesses thus decisively influence the improvement of the organic food industry. By ensuring a high volume of demand and long-term contracts, they help organic producers grow and benefit from economies of scale and thus reduce the prices of their products.

Both key players and smaller operators should be prompted to keep on serving organic products, whatever form their commitment takes. Indeed, according to Euromonitor International (2013), in most major European markets, emphasising the high quality of the products offered in a restaurant (notably the fact that they are organic) is a way to increase the average ticket of clients, even in fast food outlets.

Limits

Several factors can limit the diffusion of organic products in the F&B industry: the fact that independent restaurateurs are less interested in implementing them, differences in sustainable initiatives between countries, and restaurant managers focusing on other categories of products.

According to a study on restaurant purchases in Europe conducted by the F&B Chair of Ecole Hôtelière de Lausanne (Demen Meier et al., 2013b), when restaurant managers and purchasers select suppliers, organic products are not a priority. This is especially the case in independent restaurants, which represent 70 per cent of the food service market value in Europe. Rather, restaurateurs often favour local producers and long-term relationships with their suppliers. Moreover, restaurant purchasers' perception can lead them to reduce the amount of certified organic products used in restaurants, for example if they believe that their suppliers provide products of the same, or even higher, quality than organic producers.

In addition, restaurateurs favour different types of sustainable initiatives depending on the country in which they operate. The latest study of the F&B Chair, which focuses on restaurant managers and kitchen chefs (Demen Meier et al., 2013a), highlights such differences between French and Spanish restaurants. In France, sustainability is often associated with local products and, to a lesser extent, organic products. In Spain, on the other hand, restaurants are more likely to use technology to monitor their consumption of energy and natural resources.

Finally, restaurant managers have understood that the origin of a product is generally more important for customers than its organic nature. Indeed, for 90 per cent of French consumers, having the opportunity to buy local and seasonal products is crucial (Ipsos Public Affairs, 2009). This reflects consumers' pursuit for more authenticity, traceability and knowledge about products. Restaurant managers could therefore be reluctant to use organic products because, for the moment, most of them are imported.

Healthy food: between a trend and a global norm

Healthy products are less clearly defined than organic products. They are notably linked to fat, salt and sugar content. Gluten-free, anti-allergenic or whole-grain products are included in this category, which is growing strongly. Two major demographic evolutions sustain this growth: ageing and obesity.

To meet the demand, restaurants offer a greater choice of products and communicate on the measures they implement to provide better food. Each restaurant is encouraged to better inform customers, either by legal pressure or simply to meet customers' expectations regarding transparency. In doing so, they allow clients to enjoy eating out again despite allergies or health problems such as diabetes, obesity or high cholesterol. These actions can be included in a larger trend illustrated by the 'slow food' movement and its development, especially in Europe.

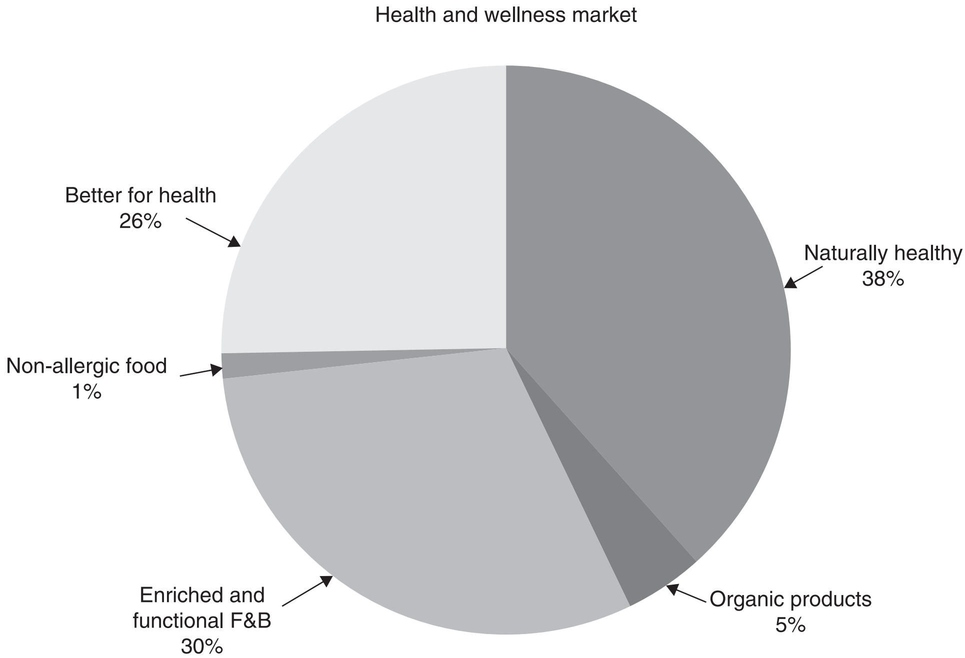
Drivers of an expanding trend

Regular and particularly strong growth

Agriculture and Agri-Food Canada (2011) defines the main categories of the health and wellness market.

The main component of this market is the 'naturally healthy' segment; it represents 38.5 per cent of market share. It concerns 'little or no processed food, which retains basically all its original state and is consumed for its natural health benefits, such as vitamins and nutrients in their natural state (fibre, calcium, etc.)'.

The second segment of the market, which concerns 'enriched and functional' food and beverage products, has 30.5 per cent of market share. The products in question are items to which healthy ingredients have been added. These products should have a specific physiological function and/or be enhanced with added ingredients not normally found in the



product, thus providing additional health benefits. They can be enriched with antioxidants or with organisms like probiotics, for example.

The third category, 'better for health' (25.5 per cent of market share), concerns products containing lower amounts of lipids, sugar or salt. The fourth category is organic products, which is defined above. Its market share is 4.7 per cent. The last category is non-allergenic food (gluten-, lactose- and peanut-free products, for example), which represents only 1.3 per cent of the health and wellness market.

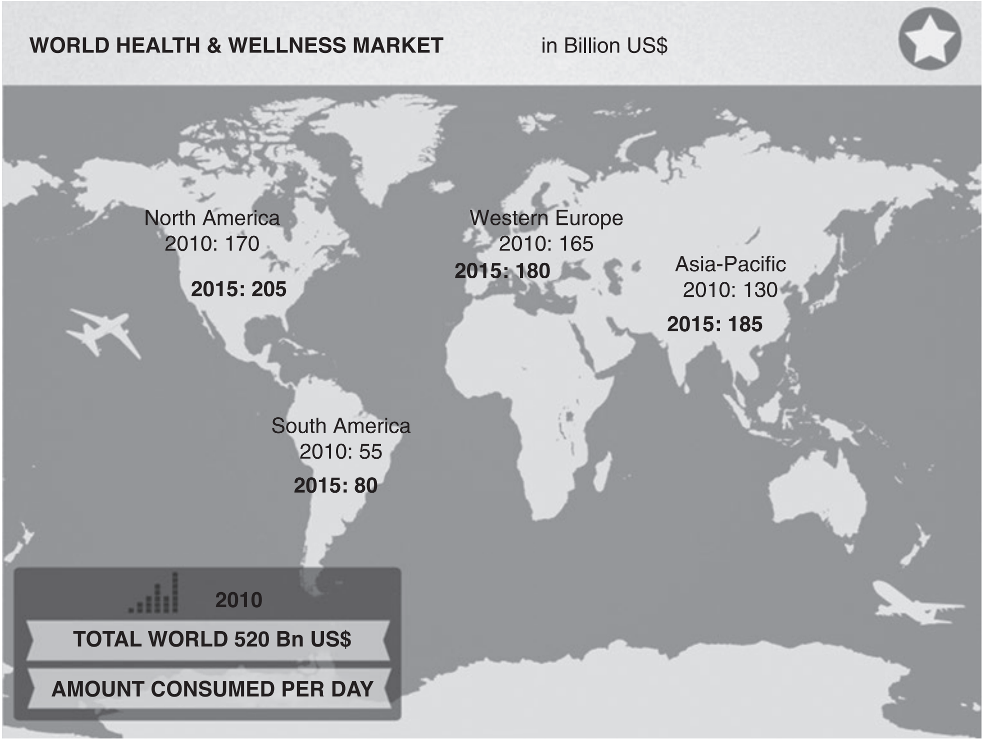
Research conducted by Euromonitor International (2013) provides the following data on the sales value (in US dollars) of the health and wellness market in four areas of the world:

- North America: 170 billion in 2010, 205 billion expected in 2015.
- Western Europe: 165 billion in 2010, 180 billion expected in 2015.
- Asia-Pacific: 130 billion in 2010, 185 billion expected in 2015.
- South America: 55 billion in 2010, 80 billion expected in 2015.

According to data published by Euromonitor International (2011) on the USA health and wellness market, non-allergenic food was the most dynamic segment between 2008 and 2009: its annual growth was 8 per cent. During that period, the 'better for you' and 'naturally healthy products' had a similar annual growth: 5.1 per cent for the former, 4.8 per cent for the latter. 'Enriched and functional' products and organic items had slower annual growth rates (2 per cent).

Consumer expectations and needs

Several factors explain the vitality of the demand for healthy food products. While motivations are mainly psychological when it comes to organic products, for healthy diets, they are sociological, demographical and physiological.



At a sociological level, obesity is clearly becoming pandemic. According to forecasts, the situation will worsen. The World Health Organization (WHO) defines being overweight as having a body mass index (BMI)[1] equal or superior to 25, while obesity is defined as a BMI equal or superior to 30. The figures of WHO (2013) regarding obesity and overweight are alarming:

- The worldwide number of people suffering from obesity has doubled since 1980.
- In 2008, 35 per cent of adults were overweight and 11 per cent were obese.
- 1.4 billion adults (aged 20 or over) are overweight. This includes more than 200 million obese males and 300 million obese women.
- More than 40 million children under the age of five suffer from excess weight.

The two major markets for health and wellness products, the USA and Europe, have a high prevalence of obesity, and the situation is unlikely to improve. In the USA, 68.8 per cent of adults were overweight in 2012, and 35.7 per cent were obese (Food Research and Action Center, n.d.). The obesity rate is predicted to reach 42 per cent in 2030 (Centers for Disease Control and Prevention, 2013). In Europe, according to estimates for 2012, more than 35 per cent of men and women were overweight, and roughly 20 per cent of women and 16 per cent of men were obese. According to the latest available data, approximately 35 per cent of all adults in the EU are overweight, and approximately 17 per cent are classified as obese. On average, these figures continue to rise across Europe (OECD, 2012).

At a demographical level, there is a clear ageing of the population in most OECD countries. In the upcoming decades, the population of these countries will continue to age, and the 80+ population will reach an unprecedented proportion. In Europe, 16 per cent of the population was aged 65 or over in 2008. In thirty years, almost all major European regions will have the same proportion of elderly people (26 per cent); only in Southern Europe will this proportion be slightly higher (27 per cent) (French National Institute for Demographic Studies, 2013). In the USA, people aged 45–64 represent more than a quarter of the population (81.5 million people). This is the segment of the population that has increased the most since 2000 (over 30 per cent). The rate of 65+ people will increase from 13 per cent to 21 per cent between 2010 and 2050 (Hayutin et al., 2010).

These two factors directly impact food consumption: ageing and a growing awareness of excess weight and obesity incite consumers to adopt healthier diets (Euromonitor International, 2011). Moreover, governmental and fiscal policies influence this shift to healthier diets (Le Sucre, 2012; Pasanau, 2011).

A third factor leads to an increase in the consumption of healthier products. Thanks to progress in the scientific study of allergies and genetic factors, diets tend to become more individualised. Food allergies and intolerance are now part of the constraints that characterise the food sector. Labels help consumers avoid potentially harmful items, and products are created to meet people's specific needs. Some of these products are increasingly frequently consumed by people who are not sure that they have food intolerance, but find that it improves their well-being.

Finally, science helps consumers adapt their diet to their physiological needs. Genome sequencing allows individuals to be aware of illnesses for which they are potentially at risk. They can thus anticipate health problems and choose products adapted to their specific needs. This will probably be one of the major changes in food consumption. Companies are already investing intensely in this domain; Nestlé has notably created the Nestlé Institute of Health Sciences at the Swiss Federal Institute of Technology in Lausanne (EPFL), investing more than €400 million for the next ten years in this research centre. This shows the importance of such research for food companies.

Implementation of healthier products in restaurants

In Western Europe, quality is both a requirement and a potential sales driver. There are several ways for restaurants to meet the demand for quality food products.

A study of the National Public Health Institute of Quebec (Institut national de santé publique du Québec, 2009) references initiatives taken by 26 restaurants to implement healthier meals in North America and Europe.

As shown in Table 37.1, restaurants encourage the consumption of healthy food mainly by guiding the customers' choices towards better products. Even restaurant chains like McDonald's communicate on their '400 calories meals'. Being aware of the calories contained in products and improving the purchasing process are therefore necessary. Finally, the eight initiatives related to staff training show that that is an important dimension of healthier practices.

Offering better options to customers is a goal shared by numerous restaurants, both chained and independent. For example, the German chain Vapiano offers whole-wheat pasta in all its restaurants. In Paris, the independent restaurant De Sères indicates how many calories each dish contains. Finally, in Sweden, the fast food chain Max features low GI and gluten-free menus.

Table 37.1 Ways Quebec restaurateurs implement healthy practices

Ways restaurateurs implement healthy practices, in descending order of importance	*Number of initiatives*
Symbol on the menu	21
Nutritional criteria	20
Total fat, saturated fat, salt, sugar, added fat, cholesterol, calories, fibre, protein, trans fat	
Internal promotion	17
Symbol on the menu, flyer, sticker on the window, leaflet, poster	
Ingredients and dishes	15
Fresh vegetables and fruits, healthy preparation and cooking methods, size of the portions, low-fat milk, whole-wheat products, healthy meal for children, lean meats, low-fat substitutes, balanced proportion of food groups	
Directory of restaurants implementing healthy practices	13
External promotion	12
Healthy preparation methods	6
Menu analysis	5
Training for waiters	4
Training for chefs and kitchen staff	4
Healthy preparation manual	4
Healthy menu for children	3
Nutritional analysis	3
Advice from a nutritionist or dietician	3
Award for restaurants implementing healthy practices	2
Nutritional information available for clients only upon request	2
Certification	1
Table of nutritive values	1
Sample of modified (healthier) dishes offered to clients	1
Discount coupons for healthy dishes	1
Helpline giving advice for restaurant managers and chefs who want to reduce the fat content of dishes	1
Elaboration and sharing of healthy recipes by kitchen chefs	1
Price policy encouraging customers to choose healthy dishes	1

Source: translated and adapted from Institut national de santé publique du Québec (2009).

An environment favourable to healthier practices

Institutions, local governments and businesses are prompting a shift towards healthier restaurant menus. In some areas like New York, fast food restaurant chains must indicate the number of calories for each dish. According to a study conducted at Yale University, this information leads to a 14 per cent decrease in the calories consumed by customers (Dumanovsky et al., 2011). Numerous smartphone applications enable people to evaluate how many calories their dishes contain, which is an additional motivation for restaurant managers and kitchen chefs.

Associations also contribute to healthier diets. Some associations advocating healthier restaurant practices communicate best practices to their members and to customers. These associations can be professional, like the Quebec Restaurant Association, or public, like Sortir Sans Gluten, which lists gluten-free restaurants across Europe. Finally, several programmes – for example the European programme FOOD (Fighting Obesity through

Offer and Demand) – provide tools that help and encourage restaurants to improve the nutritional balance of their menus.

Slow Food: a taste for healthier, greener meals

Slow Food is a powerful association created in 1986 in Italy by 'activists' who 'aim to defend regional traditions, good food, gastronomic pleasure and a slow pace of life' (Slow Food, n.d.). Slow Food is now a major worldwide association with members in 160 countries. Its founder, Carlo Petrini, was one of the '50 people able to save the planet' listed by *The Guardian* in 2008 (*The Guardian*, 5 January 2008). The association organises annual or biennial events on all five continents. In 2004, Slow Food founded a University of Gastronomic Sciences in Italy, close to the Slow Food headquarters. In 2009, the association launched the International Presidia Project in order to facilitate the involvement of restaurants in its sustainable and gastronomic objectives. More than 300 chefs working in Europe and North Africa have already been involved in the project, which is considered effective in the catering industry, as it relies on the experience and communications of practised and renowned chefs. The latter's role consists in explaining the interest of this project to other catering professionals, as well as how they deal with price and purchasing constraints caused by the implementation of practices related to healthy food. Finally, the recommendations on the association's website are both clear and very practical for kitchen chefs. For example, they explain how to design an improved menu and give advice on creativity, seasonality and food cost management.

The success of this association proves several elements. First, there is a social demand for new food practices and new consumption behaviours. Second, people are interested in food-related information and education. Third, alternative food systems are possible. Finally, food service operators, notably chefs, are willing to take initiatives to train operators and improve practices. The success of Slow Food is all the more remarkable given that this association promotes products that are at once healthy, organic and local, developing a vision of food with a high sustainable value.

Conclusion

Several conclusions can be drawn from this presentation of the main issues linked to organic and healthy products and to their impact on the food service industry. First, organic products are increasingly important to restaurant operators. However, this importance remains moderate: the trend is far from becoming a norm. It is rather easy for restaurant managers or chefs to select a few organic items, but specialized restaurants implementing a 100 per cent organic offer remain uncommon. As long as the debate on their added value has not been settled and they are not produced locally, organic products will not be widely used in professional kitchens.

On the contrary, health and wellness food products are likely to become a norm, if only because they will be offered as alternatives in every restaurant. Not only do sociological and demographical factors favour this trend, but science and technology also enable increasingly more individualised diets. Finally, thanks to associations like Slow Food, healthier practices and a sustainability vision are highlighted and promoted through wide-ranging communication, education and training, and by involving professionals.

Note

1 BMI = (mass (kg)/(height (m))^2.

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