

French Fries



Can't Develop

GenZ Mind &

Body



Gen Z is 'snackifying' breakfast, by "either replacing the meal with a snack or having it as an accompaniment." Also, the frequency of consumption among this age group is the highest among all generations.



The Economic Times

<https://economictimes.indiatimes.com> › topic › ampnews

[breakfast market News and Updates from The Economic Times](#)

*What are the causes of this
illogical behavior ==>*

Emotional marketing by
so-called movie stars
promoting these fast food
chains. Though those
stars would strictly not eat
such foods, still money
overcomes their mind

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Fast food chains pick their 2 locations wisely near **college campuses, sports clubs, fitness centres, amusement park, etc.** to attract audiences from age group 14-28, so even if few are balancing their core diet plans. It gets all in vain if they satisfy these fast food cravings



To promote and attract more people and to break the control of youth's health, **combo offers & festive coupons** are released to sustain their sales even if it is harming the public directly



*Next big steps to
take today ==>*

Just change the food environment. When you fill your refrigerator with **fruits, nuts, dry fruits, natural sweet dishes, etc.** Your mind can never get the cravings to eat when you're surrounded by such healthy foods

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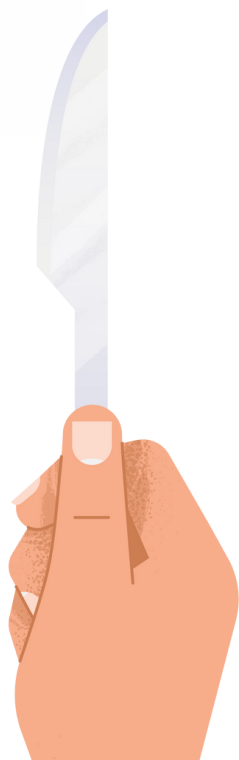
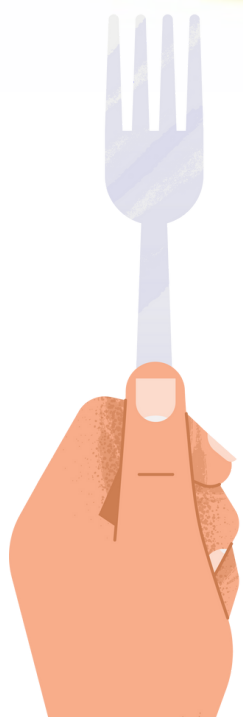


***Eating healthy at
outdoor events ==>***

Find better alternatives, mostly junk food is highlighted so if you're attending any event/party, **ask the caterer or the service staff** for nutritious food that fills your stomach from the core.



Eating healthy at outdoor events ==>



Make healthy choices from your home itself by having healthy snacks with you like **methi/moog laddoos**, **seasonal fruits/fruit juice**, **variety of dryfruits**, etc. keep your body energy driven and away from unnecessary food stuff

