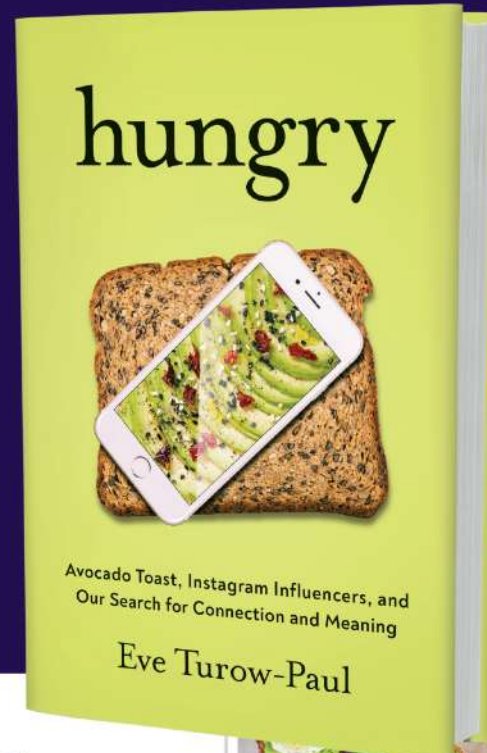


Eve Turow-Paul

**FOOD WRITER
RESEARCHER
ADVISOR
FOUNDER
ACTIVIST
MILLENNIAL
MAMA**



**FOOD FOR
CLIMATE
LEAGUE**



What is the "why" behind
~
today's biggest trends?

Food and Lifestyle Trends

FOOD	BIO HACKING	FOODIES	FOOD PORN	CRYSTALS	ORGANIC	SUPER FOODS
FITNESS	WELLNESS	CO-LIVING	GARDENING	SOURDOUGH	RE-WILDING	AVOCADO TOAST
BREWING	GMOS	GLUTEN	COOKING	SUSTAINABILITY	PALEO	WHOLE 30
TRANSPARENCY	INFLUENCERS	INSTA-WORTHY	SNACKING	TIME-CRUNCH	PERFECTIONISM	SELFIES
DELIVERY	FARMING	BIOPHILIC DESIGN	AGRIHOODS	GOAT YOGA	SPIRITUALITY	MINDFULNESS
SHARING ECONOMY	MEDITATION	DIY	HOUSE PLANTS	VEGAN	REGENERATIVE	SOIL HEALTH
ASTROLOGY	BEAUTY	SUSTAINABILITY	ASMR	MUKBANG	DINING	CANCEL CULTURE
SUPPLEMENTS	ANXIETY	DEPRESSION	STRESS	ENVY	BURN OUT	SLEEP

Human Truths

What basic needs
motivate human behavior?

CONTROL

COMMUNITY

PURPOSE



COVID-19 Food Trends

CONTROL

DELIVERY
HOARDING
IMMUNITY
COMFORT FOODS
LESS FOOD WASTE
ORGANIC
VICTORY GARDENS

COMMUNITY

BAKING TRENDS
VIRTUAL...
...DINNER PARTIES
...HAPPY HOURS
...CLASSES
RETURN TO RESTAURANTS
LOCAL

PURPOSE

BAKING
GARDENING
SOCIALLY JUST
SUSTAINABILITY
REGENERATIVE



COVID-19 Protein Trends

CONTROL

COW QUARTERS
GRASS-FED
PLANT-BASED
FLEXITARIAN
BABY CHICKS

COMMUNITY

HOW DO I COOK...?
LOCAL MEAT
BIODIVERSITY
BRAND NAMES

PURPOSE

REGENERATIVE
VEGAN
VEGETARIAN



Black Vegan Movement

CONTROL

COMMUNITY

PURPOSE

Eve Turow-Paul
ETP Analytics, LLC



Less & Better

CONTROL

COMMUNITY

PURPOSE



Flexitarians

CONTROL

COMMUNITY

PURPOSE



THANK YOU!

Eve Turow-Paul

EveTurowPaul.com

Eve@EveTurowPaul.com

