






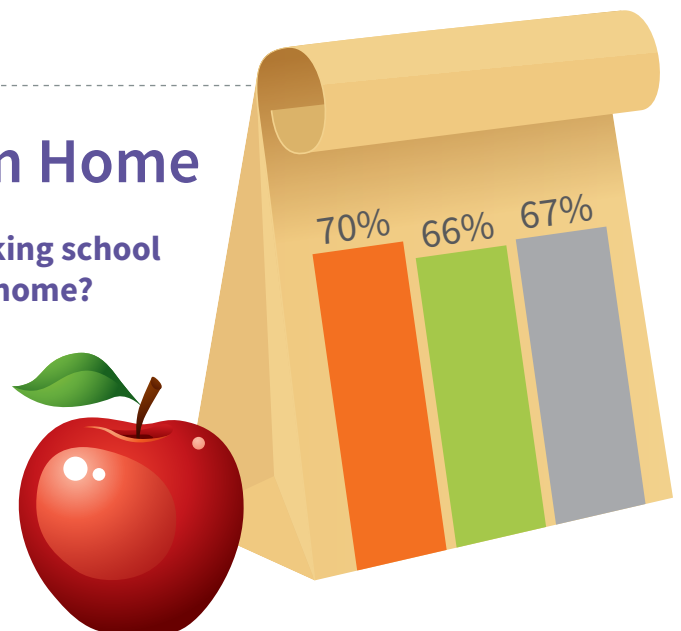
WITH THE ARRIVAL OF FALL COMES THE REINVENTION of daily calendars and habits among families with school-aged kids. Necessities such as carpools, homework assignments and after-school care are among the many concerns parents must address, along with redefining how to meet the opportunities and needs of the lunchtime meal. For this issue of Allrecipes' Measuring Cup Trend Report, we polled parents of school-aged kids—both moms and dads—to find out more about their attitudes and concerns regarding their children's school lunches. Be first in your class to read the insights in this issue of the Measuring Cup Trend Report.

## INSIGHT #1 Lunch to Go... from Home

Brown bag school lunches continue to be the preferred school lunch approach for the vast majority of families. Survey results demonstrate that overall 67% of American families are sending their kids to school with lunches prepared at home. For millennials, the number rises to 70%. It's not just once a week either; one-third of parents pack lunches five days a week.

### Who is packing school lunches at home?

-  Millennials
-  Gen X
-  Overall



## INSIGHT #2 Kids Get in the Act

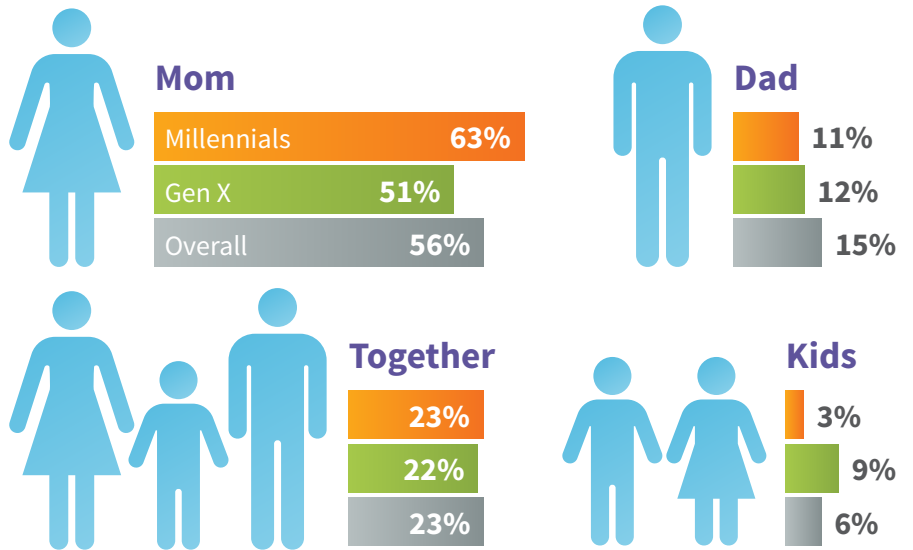
Mom is still the “main player” in most families (56%) when it comes to packing school lunches but, in almost a quarter of all families, packing sack lunches is a “together” task. Among GenX families, kids are most involved putting together their lunches, a factor of being older and wanting a say about what goes into the bag.

### Top 5 Homemade Foods for School Lunches

1. Cookies
2. Soup
3. Bread
4. Applesauce
5. Pudding

### Typically, who prepares lunch for the kids?

➤ Millennials ➤ Gen X ➤ Overall

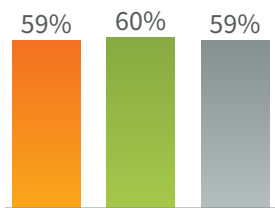


## INSIGHT #3 Money Matters

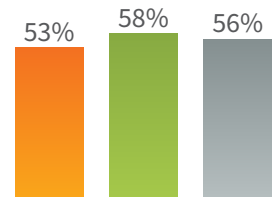
Which are the two most important factors on the following list when selecting products for your children’s lunches?



### #1 Grocery Budget/Savings



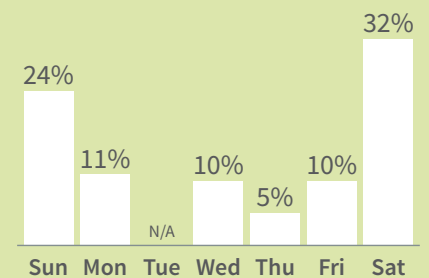
### #2 Nutrition



➤ Millennials ➤ Gen X ➤ Overall

Families continue to be budget-conscious when it comes to food shopping. For three-quarters of all parents, saving money on the products they buy and pack for school lunches is “important” or “very important.” When asked their top criteria for selecting products for lunches, “saving money” and “nutrition” rose to the top across all demographics.

### When Do Parents Shop for School Lunch Products?



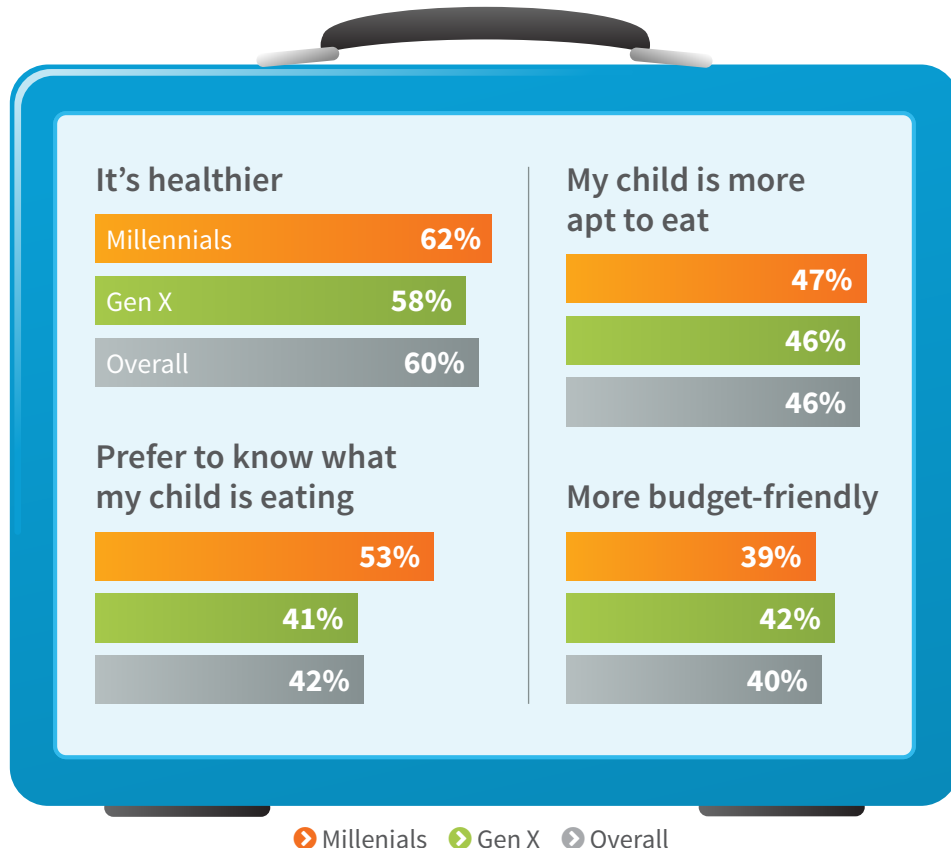
## INSIGHT #4 Homemade for Health

As Americans take strides to make more healthful food choices, this behavior influences both foods eaten at home and away from home. Most parents believe a “home-packed lunch is healthier” than a lunch not prepared at home. Parents, especially millennial parents who have the youngest children, have a keen desire to “know what my child is eating,” as well as “how much food at lunch is actually eaten.”

### Most common uneaten items in sack lunches

- ▶ Fresh Vegetables
- ▶ Sandwich
- ▶ Fruit
- ▶ Yogurt

### Why do you pack your children’s lunches?



### Allrecipes' fastest-moving child-friendly recipes



**Apple Chips**  
 ↑ +1950%  
 ★★★★★  
 30 reviews



**Homemade Lunch Combination**  
 ↑ +130%  
 ★★★★★☆  
 7 reviews



**Ham and Cheese Crescent Roll-Ups**  
 ↑ +74%  
 ★★★★★☆  
 171 reviews



**Spinach Roll-Ups**  
 ↑ +41%  
 ★★★★★☆  
 121 reviews



**Pasta e Fagoli II**  
 ↑ +56%  
 ★★★★★☆  
 129 reviews



**Insanely Easy Vegetarian Chili**  
 ↑ +41%  
 ★★★★★☆  
 367 reviews



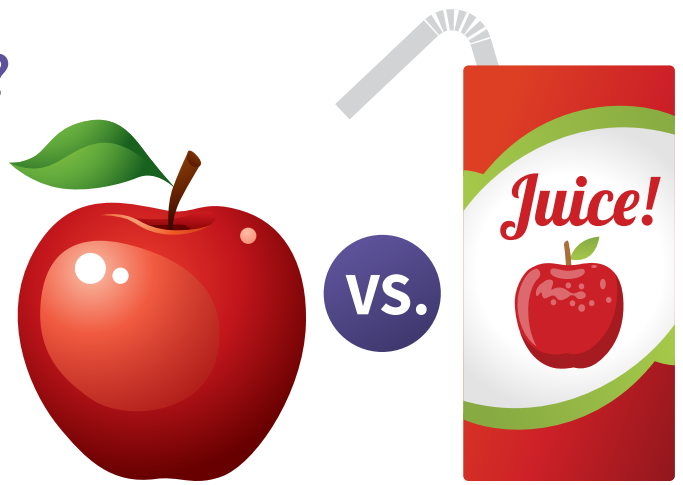
**Chicken Quesadillas**  
 ↑ +41%  
 ★★★★★☆  
 561 reviews



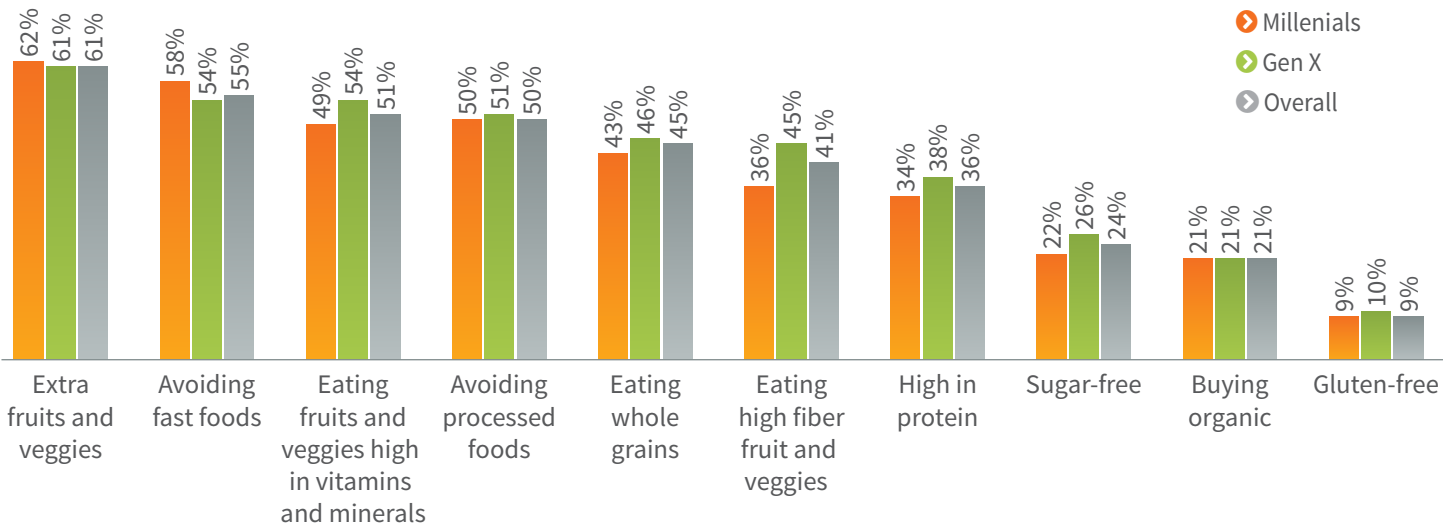
**Make-Ahead Lunch Wraps**  
 ↑ +34%  
 ★★★★★☆  
 459 reviews

# INSIGHT #5 Healthy or Happy?









A major concern for parents is making sure the foods they pack for their children’s lunches are actually eaten. They often walk a fine line between packing “healthy foods” they feel good about and “tastier” foods their kids will actually eat. For 70% of survey respondents, “healthy” is the top criteria for foods packed in lunches, followed closely by “kids prefer it” at 60%. When asked their definition of healthy, most families agree it’s important to get their kids to eat more fruits and vegetables, along with whole grains and fiber, while reducing consumption of processed foods.



## How does your family define healthy?



## Allrecipes’ fastest-moving kid-friendly veggie recipes

 <p><b>Grilled Lemon Pepper Zucchini</b>  <span style="color: blue;">↑</span> +326%                      ★★★★★                      31 reviews</p>	 <p><b>Quick Brussels and Bacon</b>  <span style="color: blue;">↑</span> +319%                      ★★★★★                      61 reviews</p>	 <p><b>Snow Peas with Water Chestnuts</b>  <span style="color: blue;">↑</span> +142%                      ★★★★★                      9 reviews</p>	 <p><b>Easy Asparagus</b>  <span style="color: blue;">↑</span> +62%                      ★★★★★                      95 reviews</p>
 <p><b>Carrot and Raisin Salad</b>  <span style="color: blue;">↑</span> +89%                      ★★★★★                      82 reviews</p>	 <p><b>Laura's Lemon-Roasted Potatoes</b>  <span style="color: blue;">↑</span> +79%                      ★★★★★                      131 reviews</p>	 <p><b>Quick and Easy Sautéed Spinach</b>  <span style="color: blue;">↑</span> +66%                      ★★★★★                      165 reviews</p>	 <p><b>Ants on a Log</b>  <span style="color: blue;">↑</span> +30%                      ★★★★★                      87 reviews</p>

## INSIGHT #6 Ethnic Lunchboxes

Which of the following go in your children's sack lunches?

	Millennials	GenX
Sandwiches	80%	84%
Fresh fruit	71%	75%
Yogurt	62%	54%
Cheese sticks	57%	58%
Juice boxes	58%	60%
Granola/snack bars	47%	51%
Chips	43%	47%
Cookies	41%	44%
Fresh vegetables	39%	37%
Milk	37%	27%
Dried fruit	20%	21%
Nuts	25%	28%
Salad	18%	15%
Pasta	17%	12%
Pizza	16%	14%
Dried vegetables/veggie sticks	14%	14%
<b>Quesadilla</b>	11%	6%
<b>Taco</b>	8%	4%
<b>Burrito</b>	8%	4%
Candy	10%	7%
<b>Edamame</b>	5%	5%
<b>Sushi</b>	2%	2%

Sandwiches, fresh fruit, yogurt and juice boxes are first to go into the school lunch bag. These all-American “lunchables” are time- and kid-tested. As American appetites for ethnic foods expand, quesadillas, tacos, burritos, edamame and even sushi are also finding their way into some school lunches. But skip the fresh veggies. A quarter (27%) of parents report them as the item most likely to be uneaten in their children's lunches.

### Top 5 Fastest-Trending ‘Bar Cookie-Related’ Search Terms

(Source: Hitwise, YOY Change, Week ending September 5)

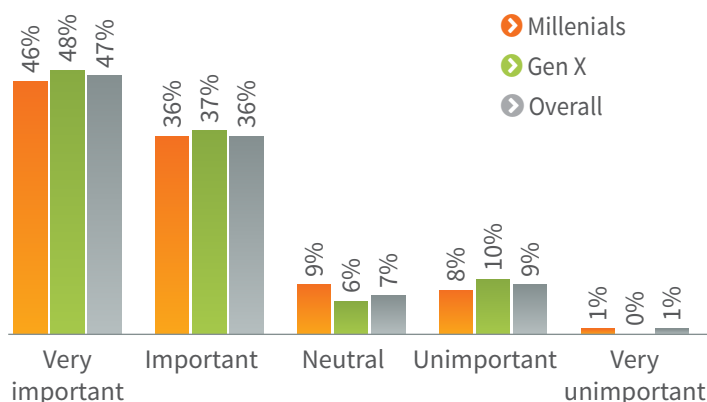


## INSIGHT #7 Food Power



Eating breakfast has long been promoted as a key to classroom learning success, a connection with a halo effect on healthful school lunches. This message is reaching parents of all ages loud and clear, with more than three-quarters (83%) saying what a child eats is “very important” or “important” to their ability to achieve success in school.

How important are the foods your child eats to their ability to learn/success in school?



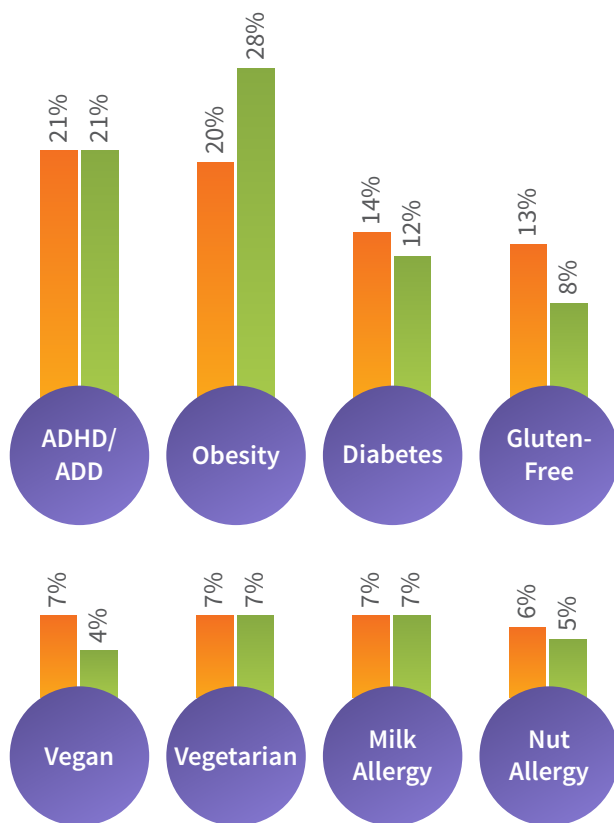
# INSIGHT #8 To Each His Own: Attention to Special Dietary Needs on the Rise



In addition to wanting to make sure the right foods are packed and eaten at school each day, many parents are also motivated to pack school lunches to ensure their child's special dietary needs or goals are met. Among the families surveyed, there were a range of health or lifestyle concerns taken into consideration, with obesity, ADHD/ADD, and gluten-free being the most prevalent.

## — Health or Lifestyle Considerations — Influencing Sack Lunch Choices

▶ Millennials ▶ Gen X



### Top 5 Most Popular Gluten-Free School Lunch-Related Search Terms

(Source: Hitwise, YOY Change, week ending September 5, 2015)

1. **Gluten-free banana bread**
2. **Gluten-free pizza**
3. **Gluten-free blueberry muffins**
4. **Gluten-free peanut butter cookies**
5. **Gluten-free chocolate chip cookies**

### Allrecipes' most popular kid-friendly gluten-free recipes



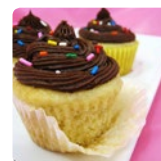
**Garlic Green Beans**  
★★★★☆  
846 reviews



**Slow-Cooker Barbeque**  
★★★★☆  
509 reviews



**Spiced Slow Cooker Applesauce**  
★★★★☆  
237 reviews



**Gluten-Free Yellow Cake**  
★★★★☆  
204 reviews



**Grandma's Five Cup Salad**  
★★★★☆  
114 reviews



**Coconut-Curry Lentil Stew Served Over Quinoa**  
★★★★☆  
101 reviews



**3-Ingredient Peanut Butter Cookies**  
★★★★☆  
17 reviews



**Grain-Free Chicken Tenders**  
★★★★☆  
10 reviews



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## Methodology

Data cited in this Measuring Cup Report is derived from an external independent panel fielded in July 2015, consisting of 1,021 U.S.-based participants (50% female/50% male) using age and gender filters to provide a representative sample of parents with school-age children.

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## About Allrecipes

Allrecipes, the world's largest food-focused social network, receives more than one billion visits annually from family-focused home cooks who connect and inspire one another through photos, reviews, collections, profiles, and videos. Since its launch in 1997, the Seattle-based social site has served as a dynamic, indispensable resource for cooks of all skill levels seeking trusted recipes, entertaining ideas, everyday and holiday meal solutions and practical cooking tips. Allrecipes is a global, multi-platform brand with 19 sites, three mobile apps, and 15 eBooks serving 24 countries in 13 languages. In November 2013, *Allrecipes* magazine launched nationwide with six bi-monthly issues.

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## About Meredith Corporation

Meredith Corporation (NYSE:MDP; [www.meredith.com](http://www.meredith.com)) is the leading media and marketing company serving American women. Meredith features multiple well-known national brands—including Better Homes and Gardens, Parents, Family Circle, Allrecipes.com, Fitness, American Baby and EveryDay with Rachael Ray—along with local television brands in fast-growing markets. Meredith is the industry leader in creating content in key consumer interest areas such as home, family, food, health and wellness and self-development. Meredith uses multiple distribution platforms—including print, television, digital, mobile, tablets, and video—to give consumers content they desire and to deliver the messages of its advertising and marketing partners.

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