



*Advarsel*

**FREMTIDEN KAN IKKE  
SÆTTES PÅ FORMEL**

*Det muliges kunst*

**FORSTÅELSE AF NUTIDEN  
GIVER BUD PÅ FREMTIDEN**

*De store hovedtræk*

# **MODERNE FORBRUGER**

*Lider af*

**BESLUTNINGSTRÆTHED**

*Daglige beslutninger*

**2000+**

Exercise or sleep in? Eat breakfast at home or buy it on the way to the office? Meet friends for drinks or head home after work? We make thousands of choices every day—in fact, more than 200 are devoted to food alone. And according to a growing body of research, each one, no matter how weighty or frivolous, affects our ability to make sound judgments.

It's called decision fatigue, and comes from the theory that willpower is a limited resource that weakens each time we use it. "Decisions deplete our self-control, so the more decisions we make in a given period, the less energy we have to think clearly and rationally about the next decisions," says behavioral economist Zoe Chance, assistant professor at Yale School of Management.

Now, a new study reveals how this phenomenon can affect our financial lives. In it, the authors discovered that participants who engaged in challenging cognitive tasks experienced mental fatigue that "enhanced the propensity to make impulsive [economic] choices [and] favor immediate rewards."

*Film*

**FOR MANGE VALG**





## Drink Menu

ESPRESSO-AMERICANO	2.50
MACCHIATO	2.50
FLAT WHITE	2.50
LATTE-CAPPUCCINO	2.50
CHAI LATTE-PEACH	2.50
HOT CHOCOLATE	2.50
ORGANIC OAT-SOY-ALMOND	2.50
DECAF	2.50

## Hot Tea

CAFÉ-ROAST	1.50
CAFÉ-ROAST	2.50
ESPRESSO	4.50
ORGANIC LANS	2.50





# ANTI-CHOICE / NO CHOICE

- # DEN KLASSISKE TILGANG TIL "KUNDEN ER KONGEN" ER AT TILBYDE ALLE MULIGHEDER OG ALLE DE MULIGE KOMBINATIONER SOM MAN OVERHOVEDET KAN DRØMME SIG TIL.
- # MED DE MANGE BESLUTNINGER, SOM EN FORBRUGER SKAL TAGE HVER DAG, ER DER BRUG FOR DET MODSATTE.
- # FLERE RESTAURANTEN FRAVÆLGER STORE MENUKORT OG KØRER SIMPLE FASTE MENUER ELLER TRE AF HVER SERVERING ELLER SERVERER KUN ÉN SLAGS MAD.
- # ANTI-CHOICE ELLER NO-CHOICE GIVER MAGTEN TILBAGE TIL BRANDET OG GØR LIVET NEMT FOR FORBRUGEREN.
- # EN WIN-WIN SITUATION — INTET MINDRE!

*Vi lider under*

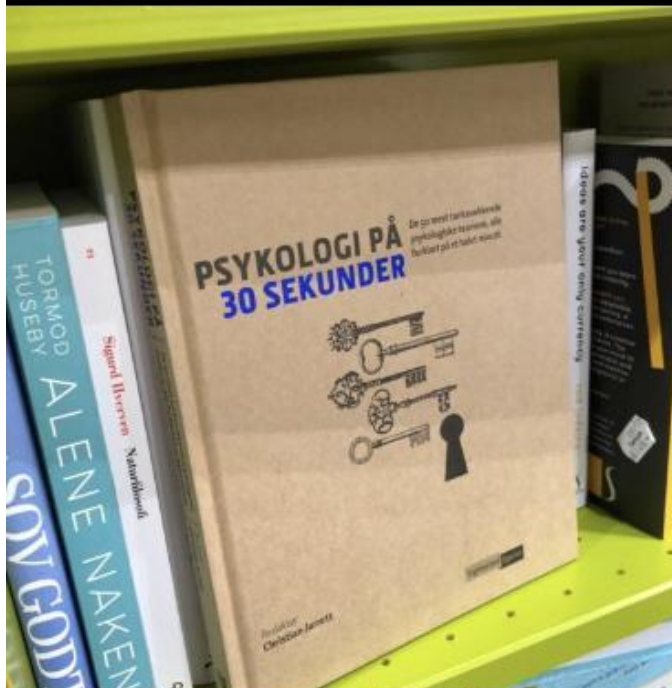
**TIDSMANGEL**

**69 PROCENT FØLER TIT, AT DE IKKE  
HAR TID NOK TIL AT LAVE ALLE DE  
TING, DE SKAL NÅ.**

**KILDE: INDEKS DANMARK / GALLUP**

**27 = 24 ?**

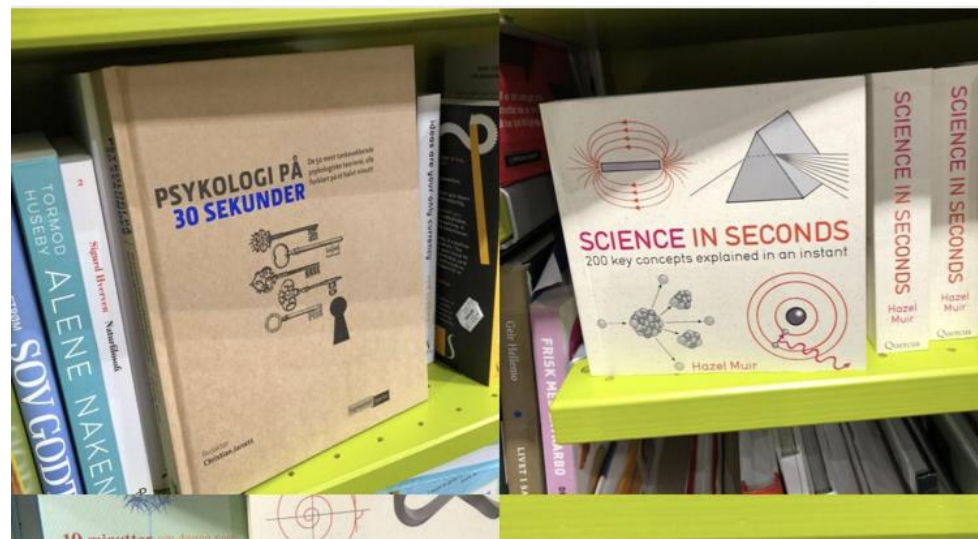




**Alexander Haneng**

Senior Vice President Digital Innovation at Post...  
45m

Virker som bokbransjen har begynt å lage bøker for folk som ikke har tid til å lese bøker. Merk at filosofi og politikk er litt tyngre fag som krever flere minutter, mens lette fag som psykologi og økonomi kan læres på sekunder. 📖😂



**52 PROCENT MENER AT TID ER  
VIGTIGERE END PENGE**

**KILDE: INDEKS DANMARK / GALLUP**





OFFEED

FROZEN

SLED UDES

Same Ole Line Dudes



# MONEY RICH, TIME POOR

Money-rich, time-poor is an expression describing groups of people who, whilst having a high disposable income through well-paid employment, have relatively little leisure time as a result.

Many people accept time poverty as a necessary condition of employment; others have sought to solve the problem through adoption of flexible working arrangements and convenience solutions.

"Time poverty" is not restricted to the wealthy, but can occur at all levels of society.

*Vi er blevet mere*

**UTÅLMODIGE**

**INSTANT SKILLS**



**FAST-LANING**



# MOBILE CHECK IN



**ON DEMAND**







*Konklusion*

**CONVENIENCE / NEMHED  
ER EN VIGTIG TREND**



*Forbrugeren er*

**FANGET**

*mellem ekstremer*

**SUNDT**

*VS.*

**USUNDT**

# BACON BOX



Reebok

## BACON BOX

#REEBQKBACON

SMOKED / UNCURED

INGREDIENTS: PORK, SEA SALT

NOT PRESERVED

NO ADDED NITRATES OR NITRATES

PALEO-FRIENDLY

THE BACON BOX  
SERVING  
THREE-ARTHOUS BACON  
• FRIDAY 11 AM - 5 PM • SUNDAY 10 AM - 4 PM  
• SMOKE 12 PM - 5 PM  
#REEBQKBACON



WE BELIEVE IN BACON


#REEBOK BACON

#REEBOK BACON





WE BELIEVE IN BACON

Reebok 

**DISCOUNT**

*VS.*

**LUKSUS**







**FAST**

*VS.*

**SLOW**



## DEN MODERNE FORBRUGER

*... løber med et ingefærshot i hånden,  
mens vi drømmer om et liv i balance*



*Kan vi*  
**LAVE MAD?**

*Vil vi*  
**LAVE MAD?**

*Madprincippet:*

**5/2**

**Ma**



**Sø**



**Ma**



**Sø**

**Ingen tid**

**Tid til alt**

**Ma**

**TRAVL HVERDAG, MEGET STØJ**

**INGEN TID**

**TIL INDKØB, TILBEREDNING,  
SPISNING OG OPRYDNING**

**TILSTEDEVÆRELSE,  
AFSLAPNING**

**TID TIL ALT**

**OGSÅ SANSELIGE  
Oplevelser,  
HØJ INVOLVERING**

**Sø**

**Ma**

**ENKELT  
TRYGT  
SUNDT**

**GODE ARGUMENTER, NYE METODER  
OG ENKLERE LØSNINGER**

**GODT  
FRISKT  
ÆGTE**

**SÆSON, HJEMMELAVET  
OG HISTORIE**

**Sø**

*Konklusion*

**VI VIL DET HELE**



*Realitetstjek på*

**NY NORDISK**















# Ting Danmarks klammeste madgruppe kan lære os om livet



MADS SCHMIDT

Feb 9 2016, 11:10am




Gruppen har mere end 15.000 heldige medlemmer, der alle forsøger at besvare det på overfladen enkle spørgsmål: "Hvad skal vi ha' til aften idag?" Og mens svaret for nogen kan begrænses til "Fraaaaaanske hotdogs", er der ud af den lille, intetanende præmis vokset et mikrokosmos, der udforsker alt, som gør livet værd at leve. Her er alle de ting, vi kan lære af Danmarks venligste Facebookgruppe.

**Facebookgruppen "Hvad skal vi ha' til aften i dag" handler om meget mere end middagsmad. Læs, og tag for dig af tilværelsens store vidensbuffet.**




# ANNE GLAD DANSKERNES MAD



**GYLDENDAL**

# ANNE GLAD DANSKERNES MAD



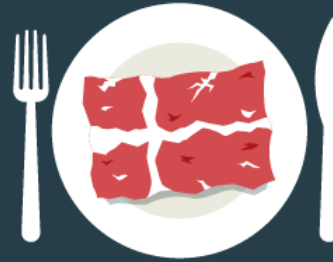
**GYLDENDAL**



# DANMARK ER ET AF VERDENS MEST KØDSPISEN DE LANDE

## Kød er populært på danske tallerkener

Danskere spiser i gennemsnit 142 gram kød om dagen. Det bliver til mange kilo kød hvert år.



Hvert år spiser vi i gennemsnit **ca. 52 kilo** kød.



Mænd spiser **knap 64 kilo**

Mens kvinder spiser **knap 41 kilo**

Størstedelen af det kød, vi spiser, er **rødt kød**, som vi gennemsnitligt spiser **28,4 kilo** af hvert år.



På andenpladsen er **forarbejdet kød** som f.eks. **pølser, bacon og pålæg**. Med et gennemsnit på **15,3 kilo**.



Det, vi spiser mindst af, er **fjerkræ**. Hvert år spiser den gennemsnitlige dansker **8 kilo fjerkræ**.



## Den gennemsnitlige danskers årlige kødindtag

Rødt kød  
**28,4 kg.**

Forarbejdet kød  
**15,3 kg.**

Fjerkræ  
**8 kg.**



**52 kg.** I alt

Kilde: DTU Fødevareinstituttet Tekst: Mathias Valsgaard Grafik: Morten Fogde



# KØDET VÆLGES FØR GRØNTSAGERNE

TRE UD AF FIRE VÆLGER KØD FØR GRØNTSAGER, NÅR AFTENSMADEN SKAL PLANLÆGGES.

I KØBENHAVN ER DER FLERE, DER TAGER UDGANGSPUNKT I DET GRØNNE.

77%

77% BESLUTTER SIG FØRST FOR KØDET, NÅR DE SKAL FINDE PÅ AFTENSMAD, OG VÆLGER DET GRØNNE BAGEFTER.

21%

21 PROCENT AF DANSKE KVINDER HOLDER ALDRIG KØDLØSE DAGE.

21%

I HOVEDSTADEN VÆLGER 21% GRØNTSAGERNE FØRST, MENS DET SAMME GÆLDER FOR 10% PÅ LANDSPLAN.

10%

EN UD AF TI VIL I HØJ GRAD GERNE SPISE MINDRE KØD, MENS 22 PROCENT I NOGEN GRAD GERNE VIL SKÆRE I KØDINDTAGET.

33%

33 PROCENT AF DANSKE MÆND HOLDER ALDRIG KØDLØSE DAGE.

50%

MERE END HALVDELEN AF DANSKERNE I EN ELLER ANDEN GRAD AT SPISE MINDRE KØD FREMOVER.

# KØDET KRYMPER PÅ TALLERKENEN

DER ER STIGENDE INTERESSE FOR GRØNTSAGER OG EN BEVÆGELSE HEN MOD MINDRE KØD PÅ TALLERKENEN.

EN NY IDE ER EN TALLERKEN MED MARKERING I GLASUREN OG INDDDELING I TRE RUM (NUDGING FOR VOKSNE).

28%

KØDET KRYMPER PÅ VORES  
TALLERKENER. 28 PROCENT AF OS HAR EN  
KØDLØS DAG OM UGEN.

38%

38 PROCENT SKÆRER NED VED AT HAVE  
MINDRE KØD PÅ TALLERKENEN  
SUPPLERET AF ANDRE FØDEVARER

44%

44 PROCENT AF DEM, DER SKÆRER  
NED PÅ KØD, GØR DET VED AT INDFØRE  
KØDFRIE DAGE

39%

39 PROCENT AF DANSKERNE HAR SKÅRET  
NED PÅ DERES FORBRUG AF KØD,  
FJERKRÆ OG FISK DE SENESTE 5 ÅR.

31%

31 PROCENT AF DANSKERNE MENER, AT  
KØDETS SMAG OG MØRHED ER VIGTIGST.  
VI FORHOLDER OS I MINDRE GRAD TIL  
KØDETS OPRINDELSE OG SLAGTEMETODER

2%

2 PROCENT ER HELT HOLDT OP MED AT  
SPISE KØD. DEN VÆSENTLIGSTE ÅRSAG  
TIL AT SKÆRE NED PÅ KØD ER KLIMAET.



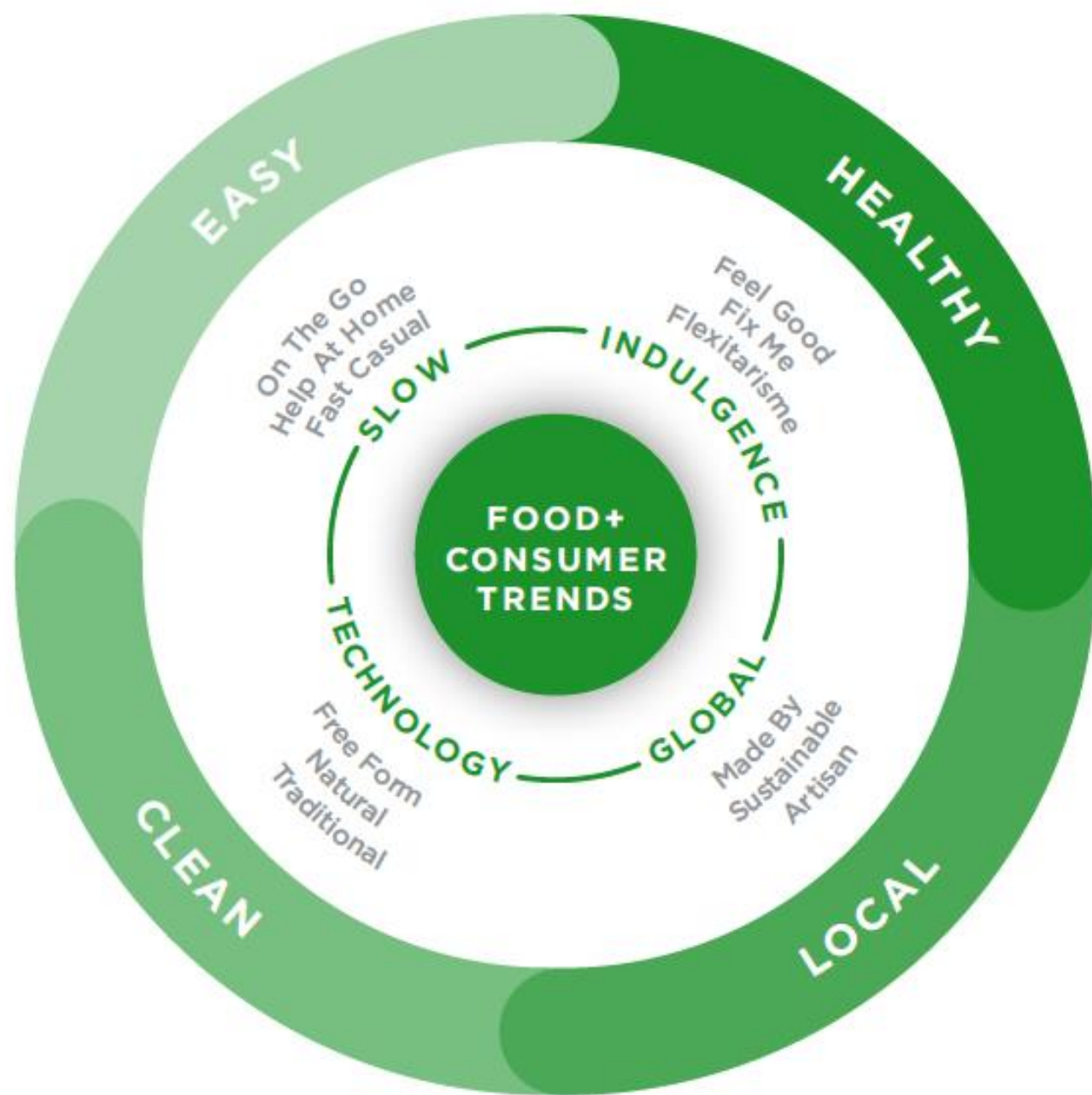
*Den høje klinge*

**FOODTRENDS**



*De 4*

# MEGATRENDS



## MEGATREND: HEALTHY

## MICROTRENDS: FEEL GOOD, FIX ME AND FLEXITARIANISM

## COUNTER TREND: INDULGENCE

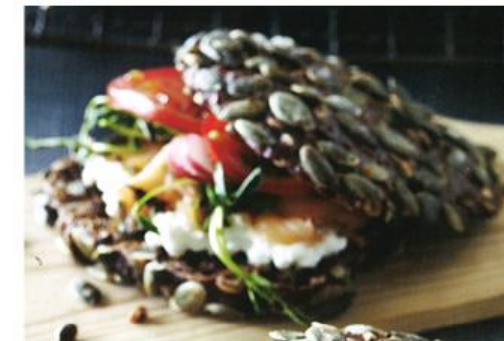
**The health trend is a megatrend that has been with us for some years – and it's not going away any time soon. However, there will be an increased focus on living a balanced life rather than a hard, fanatic food-as-nutrition or workout-fixated life.**

The **'Feel Good'** microtrend will form a counterweight to a hard, workout-focused life. We will speak out openly about fitness and healthy food addicts and demand a lifestyle that is more balanced, rounded, and healthy. Our training habits and extreme focus on health will be accompanied by a focus on happiness and the good life. We find that it can also be healthy to go out for an evening and or to drink a glass of red wine with good friends. Therefore, the good life seriously comes into play. There has to be a balance so that mental health is also a part of the equation.

We have the ideal that 'perfect' people exercise and eat healthy, but with regard to the time needed for the perfect life we're under serious pressure. Our everyday lives aren't designed so that we're able to look after ourselves the way we'd like to. As a consequence, we seek simple solutions that can give us the right feel-good sensation in body and mind. There may be different types of **'Fix me'** solutions, such as the protein bar, a vitamin or vegetable shot, or a 30-day mini-course where we focus on a single area in which we want to get better.

Our pursuit of the ideal diet also allows us to test many different food combinations and diets, such as paleo food, the 5:2 diet and the LCHF diet. However, **'Flexitarianism'** reflects that we're not so devoted to certain lifestyles but find it natural to zap from one solution to the other for a limited time until a new diet or lifestyle captures our interest.

As a reaction to the sometimes almost fanatical focus on healthy food, we'll see a lot of people throwing themselves into a plethora of indulgence-based experiences in these breaks from various diets. The microtrend **'Indulgence'** makes us want to gorge on the biggest burger we can find once in a while or the most excessive chocolate bomb of a cake. In spite of the health megatrend, various blogs are overflowing with delicious recipes on cakes and desserts. We want to indulge ourselves with extreme fat and sugary or exclusive food. When the ideal is that we have to be healthy and balanced most of the time, we also believe we deserve to go to the other extreme once in a while and go wild.





## MEGATREND: LOCAL

## MIKROTRENDS: MADE BY, SUSTAINABLE, ARTISAN

## COUNTER TREND: GLOBAL

**Increasing globalisation and insecurity in the world have made us to go back to our roots. We have an increased focus on what's local and the local area in our food choices.**

The products must be produced close to where we live, and we also want to see **'Made by'** on our food. It's no longer enough just knowing that you're buying a Danish tomato. We want to know which farm the tomato came from, and here 'Alfred & Stine' is a good example. It will also be reflected in the restaurant menus, where an asparagus is presented as being 'from Søren Viuff' – and is not just any random asparagus. Therefore, this trend shines through the entire value chain, from production to restaurant.

At the same time, it's based on a desire to be a part of influencing the state of the planet in a positive way. The microtrend **'Sustainable'** has seriously made its entrance, and we perceive organics, sustainability and a focus on CO2 emissions as important parameters, and this applies in terms of production, transportation, processing, and packaging, as well as the impact we have on the environment.

A third microtrend is about focusing on small businesses and the people who really knows their products, processes and people, i.e., the food geeks. As an example of how the **'Artisan'** microtrend is practiced, you can have a quick look at Oliver Oxfeldt, who set out to be the best in the country at making freshly baked croissants. He previously worked with marketing for the computer game Hitman but quit his job and started learning the art of baking croissants by watching YouTube videos and has spent three years refining his technique in the coffee shop Democratic Coffee in Copenhagen.

We will still see a big interest in ethnic trends that will affect our eating habits. It has even become acceptable to mix New Nordic with global flavours, techniques and ingredients. The micro and counter trend **'Global'** continues to gain momentum, and we want to see more international food types making inroads into the average home. For example, South American tacos and fresh Vietnamese spring rolls that meet our need for quick, convenient food.





## MEGATREND: CLEAN

## MIKROTRENDS: NATURAL, FREE FROM, (NEW) TRADITIONAL

## COUNTER TREND: TECHNOLOGY

One of the most recent and currently growing at rapid speed is about us wanting to know what's in our food. There's an increasing awareness that our food puts a strain on the environment and our bodies.

We want honest food. Food that's clean and transparent. We want to know what the products contain – it has to be **'Natural'**, naturally. This doesn't necessarily mean that we read the list of contents and find out about everything the product contains, but we're attracted to products that we feel we can understand.

A successful example is Innocent smoothies in small bottles, who write that their products contain banana, kiwi and strawberries – nothing else. That honesty appeals to a lot of consumers. It's basically a question of communication, where it's about telling how clean one's product is so that it's as clear to the consumer as possible. This will result in more products with the text **'Free from'** on the packaging. For example, 'Does not contain gluten', 'No artificial sweeteners' or 'No additives'. However, it requires that you have an eye for which phrases the consumers react most strongly to and that food trends are followed closely.

At the same time, we're attracted to the classic virtues. We feel that we can better trust the things from the past, before everything became so industrial and machine produced. The **'New Traditional'** microtrend shows our focus on the craftsmanlike traditions and stories about the food's historical background. Here, we also find the rediscovering of old dishes such as the roast pork sandwich and the modern hot dog.

As a counter trend to all the clean, simple food that's in high demand, there will also be a movement that allows **'Technology'** to help us along the way. It could, for example, be the traditional technology of fermentation, where the product is processed in a natural way, which more consumers are taking to heart, or sous vide, which is doing incredibly well.





## MEGATREND: EASY

## MIKROTRENDS: ON THE GO, HELP AT HOME, FAST CASUAL

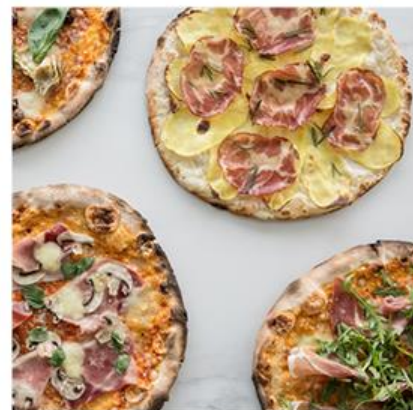
## COUNTER TREND: SLOWFOOD

**As a result of our busy everyday lives, where work, leisure and family life all have to come together, there'll be greater tolerance and acceptance of easy meal solutions – but of a high quality.**

There won't be any frowning at women who choose to buy washed and diced salad from the supermarket or men who serve an oven-ready, seasoned root vegetable mix to guests. Things have to be fast and easy. This can seem strange when we're also dreaming about a life where we have time for intimacy, are in balance with ourselves and basically lack time to make food from scratch. But it reflects a realism amongst the Danes. We've realised that some corners need to be cut and we accept help from the industry and food suppliers – as long as we get a feeling of living in a good life.

At the same time, we're no longer embarrassed about eating fast food in public. We eat **'On the go'**, when we're on our way to the office, sitting on the train or going out to meet friends. This microtrend will grow a lot in the coming years. It has become legitimate for us to buy food on the way to somewhere or eat a snack at a coffee shop. For food suppliers who want to be part of this and to meet consumers wherever they are, it will be worthwhile making an effort to conquer the consumers' breakfast, lunch on the go – or the snack in the afternoon.

We'll see that all forms of meal solutions that can minimise the time we need for planning, shopping, or spending time in the kitchen will become more popular. The microtrend **'Help at home'** is gaining ground, and we look forward to finished salads, meal boxes, prepared foods as well as home deliveries of bread, fish and vegetables. Any type of help is more than welcome as we rarely want to spend more than 20-25 minutes preparing dinner.



It'll be popular to take the whole family out to eat on a weekday – and we'll see an influx of customers for those restaurants and smaller eateries who have understood to grab hold of the **'Fast casual'** trend and to offer us a cheap, healthy and nutritious meal. We'd like to be able to have quality time with our children and partner with a good conscience – at the same time as having a sensible meal. A good example of a fast casual eatery is Madglad Cafeteriet in Copenhagen, where ordinary people meet over dinner. We'll see more of these kinds of 'food bodega' and soup kitchens. And more expensive restaurants will be successful with cheaper versions, such as Lillebror, Bæst and Uformel, who can be viewed as frontrunners.

As a counter trend, we'll see a movement of **'Slowfood'** enthusiasts, who want to make the food from scratch. They'd like to grow their own vegetables and preferably also know what the animal is called. It's a young generation who's driving this trend, and we want to see more young people who know how to make a mayonnaise from scratch and know how it should taste.

