



Trends in Cooking Technology: What's Hot and What's Next

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1. What's the average household income driving this group using cooking devices?

Answer: We have not found any research to answer this question, but refer to answers below regarding insights on the types of consumers using cooking technology.

2. What mix of consumers are purchasing these devices? What percentage is families vs single? Home-owners vs apartment dwellers?

Answer: Our experience has been that the millennials, who are comfortable with technology, are embracing the Instant Pot and Air Fryer and many of them are using them to cook for their family. At the recent National Grocers Association conference, a session on the millennial meat consumer showed that this group has great interest in trying new recipes and using cooking technology for inspiration. 80% of millennials are looking for easy-to-cook recipes which can be promoted with the use of an Instant Pot and/or Air Fryer. These devices are also currently very popular wedding registry gifts. In many instances, the baby boomers are learning about these cooking devices from the younger generations and may also purchase them once comfortable. Regarding the sous vide cookers, as this [article](#) states, many people do not understand this cooking method but it is slowly growing in popularity. Those individuals who are educated about food and cooking, seem to experiment with sous vide more. There was an educational session provided by a chef on sous vide at the Food and Nutrition Conference & Expo last fall and it was well attended. People are hearing about it and want to know more.

3. We've had an Instant Pot for 6 months, and I can't remember the last time a family dinner was made without using it in some capacity. How much disruption are these having for the traditional cooktop/oven? What % of meals are prepared with these?

Answer: We do not have information on the percent of meals prepared with multi-cookers and how this may be impacting traditional cooking methods, however, multi-cookers (including but not limited to Instant Pots), have had tremendous sales growth. According to NPD, in the 12 months prior to December 2017's holiday shopping spree, US shoppers had spent nearly \$380 million on multi-cookers. The maker of the Instant Pot reports that sales of the machine have more than doubled every year since 2011. It is certainly logical to assume this is replacing other cooking methods and we will see the ovens of the future incorporating new technologies and innovations as they seek to stay relevant.

4. Re the air fryer: Why not battered products? Chicken nuggets in the air fryer are fantastic and much healthier than a deep-fried product.

Answer: This caution is provided regarding adding your own batter coating on a product and then putting it in the air fryer. The high fan speed can actually blow the batter off the product causing a mess. Perhaps a pre-battered product or a product with minimal coating may be fine.

5. Do you believe we will see a decline in traditional cooking methods for proteins with the rise of “quick cooking” in an environment filled with time-starved consumers?

Answer: We believe this may be true, but don't think people will give up their grilling! We also think there will be more innovations in traditional oven/stoves which will provide faster cooking and more information, such as digital displays with recipe videos.

6. Is there any information on how often consumers are utilizing these new tabletop appliances?

Answer: We have not seen any research on how often multi-cookers are being used but I've seen social media surveys where people report using devices, such as Instant Pots, multiple times a week to prepare meals for a busy family.

7. What are some ways that retailers can connect their products to these new cooking technologies at store level as well as digitally?

Answer: At the present time, many people are using these cooking technologies to speed the preparation time for meals and are seeking traditional recipes along with new ideas. For example, top recipe searches for the Instant Pot include pot roast, chicken, chili and beef stew. A great way to connect your fresh, non-perishable and store brands to these cooking devices is by providing educational selling that offers recipe/meal solutions. This type of work is being done by retail dietitians across the country. Let's look at an example: During tailgating season you could promote the Instant Pot with several chili recipes using fresh meat, produce and store brand ingredients. This could be done with an in-store demo, a Facebook live segment, social posts linking to recipes and in-store meal displays, etc. As stated, a big draw to these appliances is the fact that they save consumers so much meal prep time. If retailers offer new recipe ideas and promote and merchandise the ingredients together in one location with signage, you are adding to that convenience factor while driving total store sales and customer loyalty.

8. Is there any data on comfort level for consumers with sous vide? Consumers may struggle with temperature, as it's a low and slow cooking method.

Answer: As mentioned in question #2 above. Many people do not understand the sous vide cooking method but it is slowly growing in popularity as this [article](#) states. Individuals who are educated about food and cooking experiment with sous vide more than the average consumer.

9. Are there any safety concerns with the instant pot being a pressure cooker?

Answer: Pressure cookers have always had an element of fear surrounding them due to the high-pressure cooking method, however, Instant Pots have more safety features built in than a traditional stove top pressure cooker. There are definitely safety procedures that need to be followed such as preventing the vent from getting clogged and remembering not to open the lid too soon, so every new user should read the owner's manual thoroughly.

10. How will new cooking technology impact the consumer's continued interest in having their food prepared away from home? Especially for Gens Y & Z?

Answer: We are unsure what this impact will be, however, we believe the two methods for food consumption will both be popular and driven by convenience. These age groups are quite comfortable around technology and new home cooking devices with exciting visual displays may attract these younger shoppers, especially as they begin to have families.

11. Is Chuck Knows Beef an app?

Answer: Chuck Knows Beef is not an app but you can access Chuck via your phone. Powered by Google Artificial Intelligence, Chuck can provide all the information found on [Beef. It's What's For Dinner.](#) through your computer, mobile phone, Amazon Alexa or Google Home Assistant. For web or mobile device, just visit ChuckKnowsBeef.com or access Chuck through *Beef. It's What's For Dinner.* to ask any beef-related questions. For your smart speaker, download the Chuck Knows Beef skill on your Amazon Echo through the Alexa app. Simply say, "Alexa, activate Chuck Knows Beef," download the Chuck Knows Beef command on your Google Home Assistant and say, "Hey Google, activate Chuck Knows Beef," to start the conversation.

12. How can I use Chuck Knows Beef in my stores?

Answer: We encourage shoppers to pull up Chuck Knows Beef on their mobile phone to ask questions regarding what cut of beef to purchase for a particular recipe, or to search for recipes for a given beef cut. They can then shop for all the ingredients at your store! Putting a sign up by the beef case promoting Chuck Knows Beef would be a great idea and you can also let your customers know about Chuck in your ad, through social media or on your website.

13. Can Chuck Knows Beef help with sous vide recipes?

Answer: Yes, Chuck has some great sous vide tips including appropriate beef cuts and seasoning/rubs: <https://www.beefitswhatsfordinner.com/cooking/sous-vide>