

Marie Molde, MBA, RD

The Trends you Need to Know

Bio:

With a strong background in food and business - holding a combined MBA/RD from Dominican University - Marie helps foodservice and retail operators excel in innovation. Marie has been quoted by BuzzFeed, The Washington Post and the New York Times.

Description of Presentation:

Key trends you need to know in 2024, spanning consumers' top health goals and what they want when it comes to healthy eating and craveability, generational insights, tech trends, and the burgeoning cuisine and flavor trends for the year ahead.

Learning Objectives:

1. Analyze key trends for 2024, including generational, tech, and flavor trends
2. Explain what ingredients, foods and dishes are desired by today's consumers
3. Differentiate between a trend and a fad, and understand what has staying power
4. Interpret the data on what consumers want when it comes to health and food/beverage in 2024