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## **AUSTRALIA: THE FOODIE NATION**

Australians are spending a staggering \$236 billion annually on food, almost \$26,000 per household.<sup>1</sup>

Suncorp Bank's Foodie Nation report reveals Australia is becoming a more food savvy nation, with cooking shows inspiring two thirds of us to have dinner at home over dining out and restaurant takeaways.

Suncorp Bank Regional General Manager Monique Reynolds said while Aussies were eating and entertaining at home more, the rise of the gourmet shopping basket was leaving a dent in many household budgets.

"We still love a good barbecue, lasagne or roast meal, however the popularity of cooking shows and gourmet cook books are certainly tempting our tastebuds with more expensive gourmet ingredients," Ms Reynolds said.

"Generation Y, aged 18-34 years old, are the most likely to shop at exclusive specialty stores, with some spending in excess of \$400 per week on gourmet food products such as seafood, cheeses, olives and cured deli meats.

"Generation X, Aussies aged between 35 and 50, are the nation's biggest foodies, with some spending up to \$600 on their family food bill per week."

Popular television cooking shows are changing the way millions of Australians cook in their homes and country communities are twice as inspired as their city counterparts to get experimental in the kitchen.

"Regional communities are where the next culinary chef is most likely to come from, with Queensland and Western Australia ahead of the pack to 'go gourmet'.

"While it's great to see so many Australians being adventurous with their palettes, it's important to ensure 'sometimes food' such as caviar, figs and French cheese don't become a regular staple at the expense of more important living costs," Ms Reynolds said.

Suncorp Bank's Foodie Nation report uncovers fascinating insights into our eating and spending habits.

Dinner is our favourite meal of the day, followed by lunch and then breakfast however when it comes to eating out, lunch is number one, followed by dinner and then breakfast.

### **Key findings:**

- Australians eat an average four meals out of 21 per week at restaurants, cafes or takeaways, spending \$2,080 per year
- The take-away market is changing, hamburgers were the sole driver but the industry has undergone a health kick with salads and wraps key drivers of growth.<sup>2</sup>

<sup>1</sup> <http://www.aifs.gov.au/institute/info/charts/menu.html>

<sup>2</sup> [http://www.bis.com.au/reports/fast\\_food\\_in\\_austr\\_r.html](http://www.bis.com.au/reports/fast_food_in_austr_r.html)

- Modern Australian cuisine rated as our top choice (23%), closely followed by take away restaurants (21%), with organic and health food rating last (3%)
- Our favourite food to eat out is a good old Aussie steak and chicken schnitzel
- Our favourite meal overall is a traditional roast at home with the family.

**Table 6: State breakdown of winning cuisines**

FAVOURITE CUISINE	WINNER
1 Modern Australian	QLD/VIC/TAS
2 Fish and Chips	WA
3 Asian	NSW
4 Italian	SA

- **Table 2: Average number of meals eaten out of home per week**

	Breakfast	Lunch	Dinner	Total
<b>Baby Boomers</b> (aged 51 to 64)	0	1	1	2
<b>Generation X</b> (aged 35 to 50)	1	2	1	4
<b>Generation Y</b> (aged 18 to 34)	1	2	2	5

**Methodology**

To derive the rankings for the Suncorp Bank Foodie Nation report a detailed national survey of more than 1000 people was completed in every State.

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