

Tuesday 14 February 2017

Millennials: Fancy some home cooking with your café culture?

Millennials were called out for their café-hopping habits in 2016 – and this year, on the back of new research, dietitians are urging young Aussies to translate their love of food into their own kitchen, striking a balance between the café culture and home cooking.

A survey of 1,033 Australians, commissioned by the Dietitians Association of Australia (DAA), found those aged 18-34 are ‘out-eating’ their older counterparts, with three-quarters eating out or ordering take-away at least once a week, compared with 55 per cent of 35-49 year olds and 43 per cent of 50-64 year olds.ⁱ

And 28 per cent are doing so on three or more occasions, compared with less than 10 per cent for older generations.

The results coincide with DAA’s tenth annual Australia’s Healthy Weight Week campaign (13-19 February), which promotes the benefits of a healthy weight, with a focus on cooking at home more often and choosing the right portion sizes as key ways to help achieve this.

DAA Spokesperson Themis Chryssidis encourages young Aussies to draw inspiration from the café culture to also create delicious and nutritious meals at home – adding that cooking at home is one of the simplest steps towards healthier eating.

Promisingly, the DAA survey found young people are the most likely group to want to adopt healthier eating habits, eat more veggies, and cook at home more.

“Eating is just as much about enjoying food as it is about nourishing our bodies, so it’s great that young Australians are a generation of foodies. We want this love of food to play out in the home kitchen too,” said Mr Chryssidis, an Accredited Practising Dietitian.

Will Newton, Managing Director of popular Melbourne café Uncommon, is unsurprised by the survey results.

“We have an eclectic bunch down at the Windsor end of Chapel St, but it’s mostly young professionals. We have a few regulars that come in three or four times a week that are all under 35,” said Mr Newton.

Mr Newton believes social media, and the ‘clean eating’ movement is a strong driving force behind Gen Y’s café culture.

“It has a gigantic influence – cafes offer great presentation, colourful food and a great place to meet out of home,” said Mr Newton.

“You can have your cake – or smashed avo – and eat it too. Why not impress your friends and family by trying your hand at recreating your favourite café or restaurant dish at home?” said Mr Chryssidis.

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He said research shows that people who cook at home eat smaller portions and take in fewer kilojoules, and less saturated fat, salt and sugar – which in turn can result in a healthier weight.

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For further information or to organise an interview with Themis Chryssidis, contact the Dietitians Association of Australia: Maree Hall (Mon-Wed) 0408 482 581 or Sally Moloney (Thurs & Fri) 0428 916 425.

Background:

Australia's Healthy Weight Week (AHWW), run by the Dietitians Association of Australia from 13-19 February 2017, is the perfect time to kick-start healthy eating habits.

In 2017, dietitians will be educating Australians that there's a healthy weight that's right for them, whilst raising awareness of the support that Accredited Practising Dietitians can offer in inspiring good health.

The week will focus on getting Australians cooking more meals at home and eating the right foods, in the right portions, as smart ways to help achieve the best weight possible.

Award-winning celebrity cook, Callum Hann, and Accredited Practising Dietitian, Themis Chryssidis (both from Sprout), are supporting AHWW in 2017. Sprout will be urging all Australians to be healthy and confident cooks in their own kitchen. Dr Andrew Rochford, medical expert and media personality, is also an ambassador of AHWW.

For more information, including the AHWW Instagram Cooking Challenge and the new bumper edition AHWW cookbook, plus nutrition tips, recipes, event details and a social media toolkit, see the AHWW website at healthyweightweek.com.au and follow AHWW at www.twitter.com/DAA_feed and use #AHWW2017.

Note: Australia's Healthy Weight Week 2017 is proudly supported by Meat and Livestock Australia, Healthy Food Guide, CanPrint, Australian Mushroom Growers Association, Australian Chicken Meat Federation, Xyris, McKenzie's Foods, and Almond Board of Australia.

ⁱ Omnipoll survey (September 2016) of 1,033 Australians aged 18-64 years, commissioned by the Dietitians Association of Australia.