

Leveraging Your Dining Program to Build Census



With Jen Bruning, MS, RDN, LDN and
Chef Greg Saville

Today's Speakers

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Director of Nutrition &
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Incite Strategic Partners

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Objectives

- Identify 3 ways in which menu changes may entice new residents & boost satisfaction among current residents
- Learn 2 characteristics of an inviting dining room environment
- Put into practice 3 marketing techniques to engage new residents and families





Agenda

- What Trends Drive the Pipeline Generations?
- What is Important to Prospective Residents?
- Putting Ideas into Practice
- Table Activity
- Key Takeaways

Pipeline Generations & Dining Trends

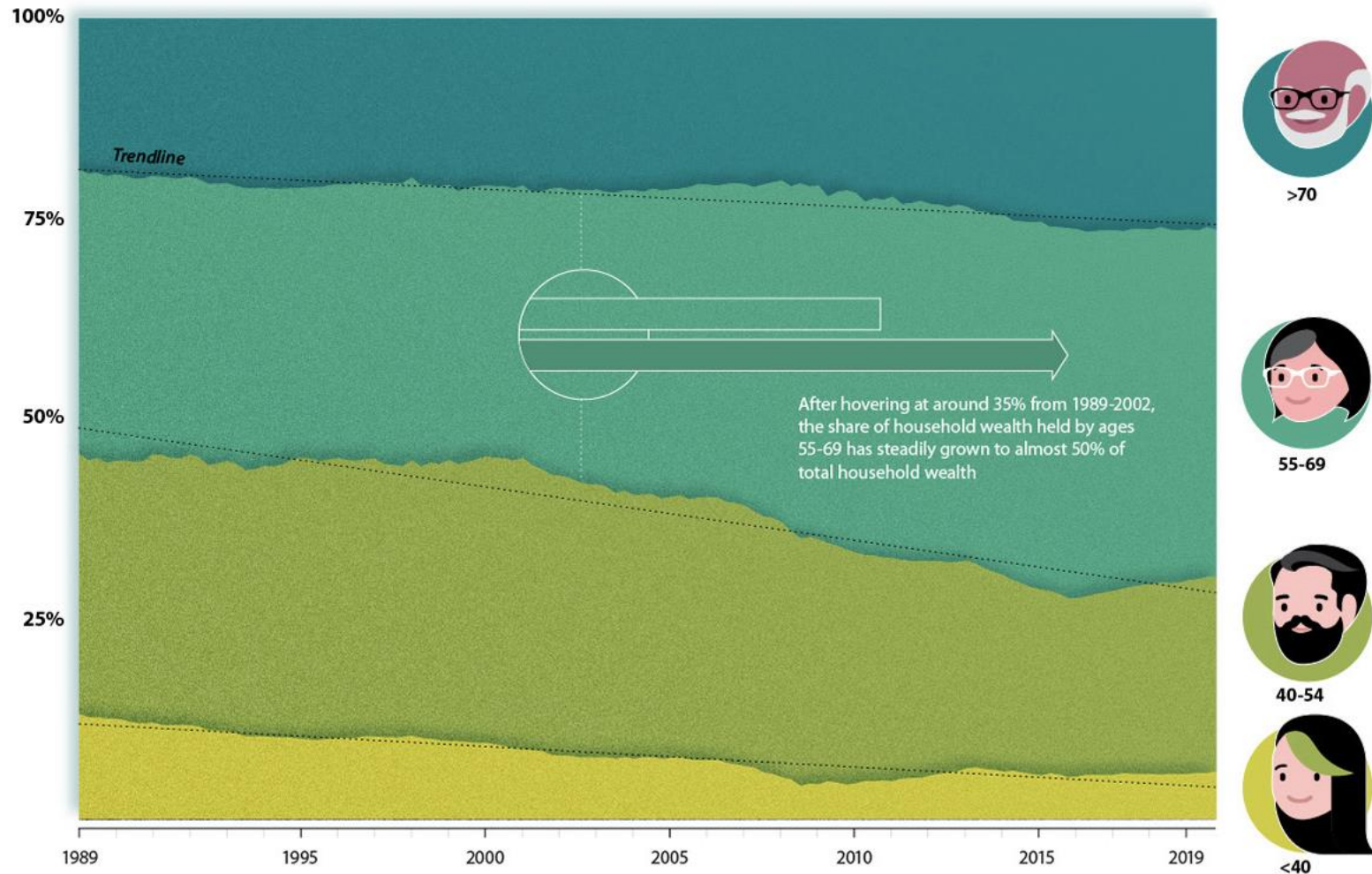


Pipeline Generations – By the Numbers

- Greatest Generation (1901-1928)
 - Inconsistent data on size
 - ~60 Million?
- Silent Generation (1928-1945)
 - 47 Million
- Baby Boomers (1946-1964)
 - 76 Million

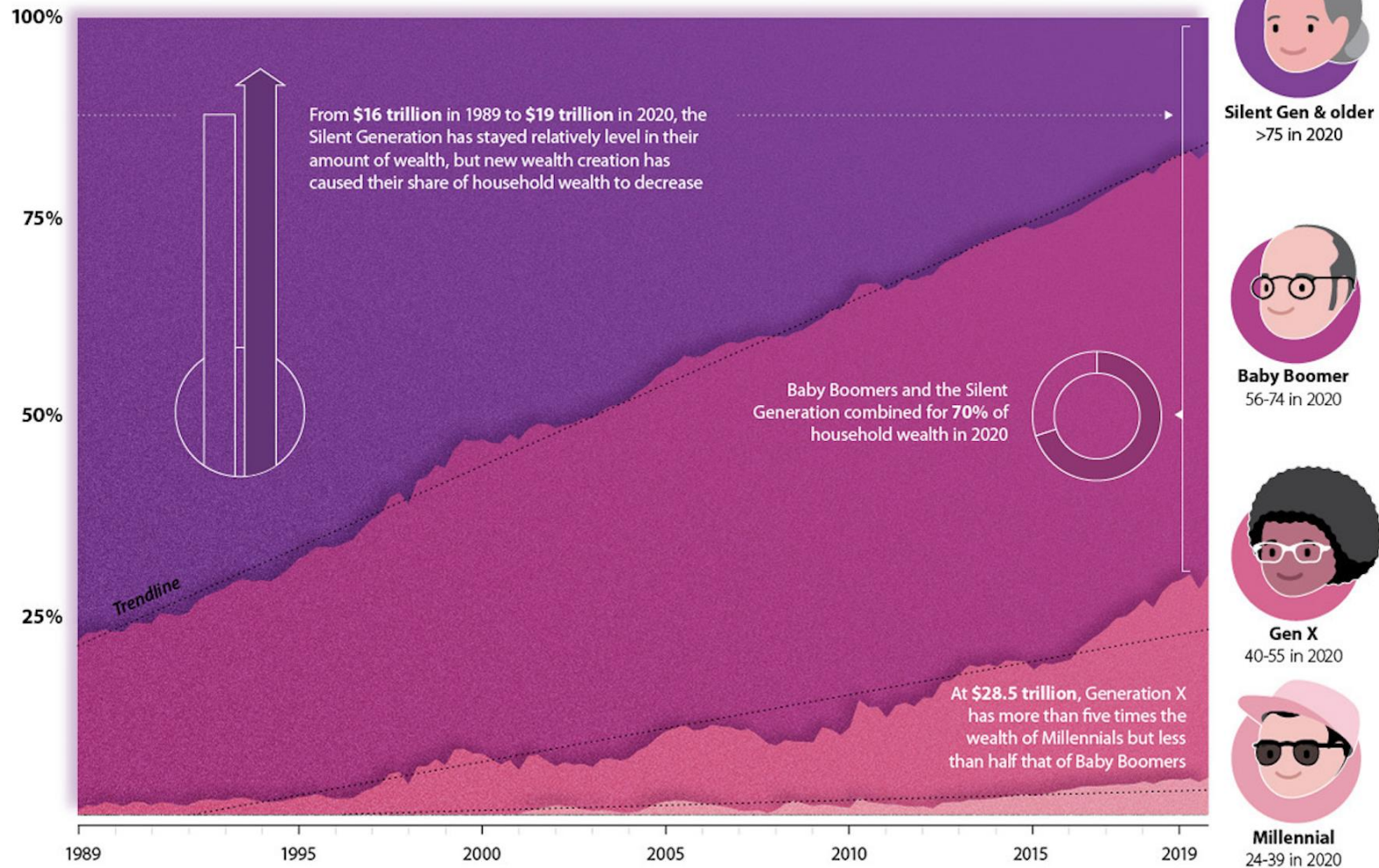
Pipeline Generations – By the Numbers

U.S. share of household wealth **BY AGE**



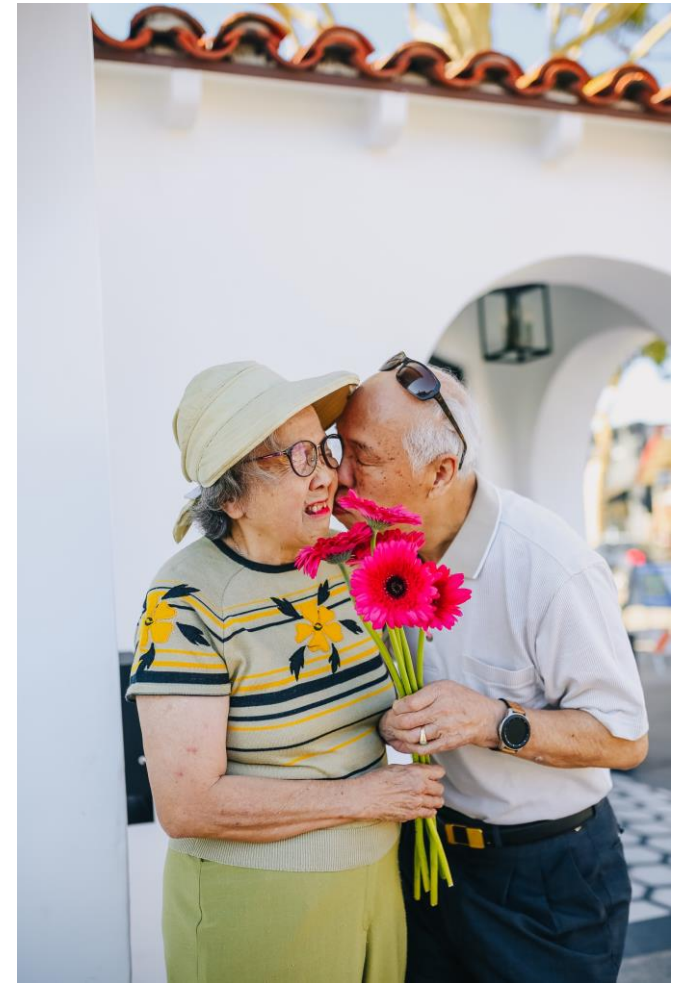
Pipeline Generations – By the Numbers

U.S. share of household wealth **BY GENERATION**



Pipeline Generations

- Silent Generation
 - “Meat & Potatoes”
 - Traditional Foods
 - Limited Cultural Influences
- Baby Boomers
 - More Adventurous Eaters
 - Travelers
 - Health & Wellness Focused
 - Tex-Mex, Asian Flavors, Fish/Seafood
 - Growing Interest in Plant-Based





“The latte and
sushi
generation is
coming”

-NYT, 2014

Pipeline Generations

Top Health Concerns for Baby Boomers

- 26% of 65+ Eating Less Meat
 - Largest % of any age group
 - Health Reasons: #1 Reason Why
 - 70% Respondents listed health as "Major" reason for cutback
 - 31% Women (vs. 15% Men)

59% Eating healthier since the pandemic!



Pipeline Generations

Top Health Concerns for Baby Boomers

- T2D
- Heart Disease
- Cancer
- Depression
- Eye Problems
- Alzheimer's
- Arthritis
- Stress

86% of Boomers say the pandemic has helped them think more about their mental health



Pipeline Generations

By 2030:

- 25% of seniors will be living with diabetes
- 33% will be obese
- Half of all Baby Boomers will suffer from arthritis

How Can Your Community Meet
Them Where They're At?





**How
Important is
Dining
to Prospective Residents?**

Prospective Residents

- Push/Pull Factors to a Move
 - Push
 - Unmanageable Health Conditions
 - Declining ADL Capability
 - Don't wish to burden family
 - Concerns with maintaining house/ property
 - Loneliness/ Death of a Spouse
 - Pull
 - Services/ Care
 - Community/ Friendships
 - Activities/ Amenities
 - Maintaining Lifestyle

Prospective Residents

- Silent
 - Looking for: Tradition
- Boomers
 - Looking for:
 - Health & Wellness Support
 - Interesting Flavors
 - More Options
 - Restaurant-Like Experience and Ambiance

Baby Boomers say that concerns over a change to their lifestyle is one of the biggest barriers to moving into Senior Living*

*Gallup Poll, 2014

What are you doing to reassure them?



Prospective Residents

- Boomers want to eat what they want, when they want it
- Less formal settings and fewer set times
- New spins on traditional favorites
- Like to explore global flavors
- Whole foods and natural flavors
- Access to foods that address their health concerns



Putting it into Practice

Opportunities to Impress - Dining

Menus

- Expand Cultural Foods
 - Asian-inspired flavors
 - Szechuan
 - Italian
 - Sicilian
 - Mexican / Tex-Mex
 - Oaxacan
- Health & Wellness Options
 - Salads, Flatbreads, Smoothies
 - Mediterranean/ MIND diet
 - Plant-based
 - High Antioxidant
 - Omega-3's/ Healthy Fats
- Showcase Healthful Trends
 - Mediterranean, Plant-Based, Gluten-Free
- Culinary Council of Residents



Opportunities to Impress - Dining

IDDSI / Texture-Modified Diets

- Updated Products, Techniques & Training
- Purees resembling original foods increase p.o. intake

New Low/ No Sodium Spices to reflect broader flavors

- Chef-driven blends

Updated Menu Systems

- Menu extensions for Regional/ Health & Wellness driven
 - MIND
 - Mediterranean



Opportunities to Impress – In-Betweens

- Snacks
 - Boomers are into snacks!
- Top Boomer Snacks
 - Fruit
 - Chocolate Candy/Candy Bars
 - Potato Chips
 - Nuts
 - Yogurt
- Hydration
 - Explore lower-sugar beverage options
 - New thickened beverage flavors
 - Plant-based supplements
 - Café / Bar options?
- Socializing
 - Tie into events, activities,



Opportunities to Impress - Events



Events

- Celebrations
- The Big Game
- Speakers
- Farmers
- Chefs / Demo's
- Tastings
- Pilot Programs
- Studies
- Slide Shows

Opportunities to Impress – Dining Room

Design Trends:

- Hospitality-Inspired
 - Hotels
 - Restaurants
- Easy to Clean
 - Boomers value cleanliness!
 - New COVID-ready products
- Smaller, Concierge-Style Dining Locations
- All-day service
- Familiar Brands on the Table
 - Boomers are brand-loyal!

**Is it
time
for a
reno?**

Design Trends for Baby Boomers

- Comfort, Function, Design
- Low Maintenance
- Better Lighting
- Travel-inspired
- Flex space

- Color Palettes:
 - Blues
 - Purple/ Green undertones
 - Marry indoor/outdoor
 - Complementary Colors
 - “Chameleon” neutrals



Image courtesy of Sherwin Williams

Opportunities to Impress – Dining Room

- Color stories – suitable for resident population?
- Lighting – adequate and mixed
- Flooring – varied and flush
- Seating
 - Promoting Independence?
 - Multiple options?
- Local Flavor
 - Art, Sports, City Pride, Vintage Photos
- Convertible Spaces
 - Café → Bar
 - Dining Hall → Event space
 - Outdoor area → Streeterie

“The current design discussions involving convertible spaces in a senior living facility is very much on trend.”

-Boelter



Opportunities to Impress – Kitchen

- New Tech
 - E-Procurement
 - Ordering/ traycard systems
- New Equipment
 - Smart Ovens
 - Sous vide
 - Café needs
 - IDDSI prep
- New Wares
 - Induction-Heated bases
 - Updated trays/ utensils



Image courtesy of Boelter

Tech Considerations

- Is your WiFi fast enough?
- Does it cover all corners of the property?
- Do residents know how to log on?
- Are your menus digitized?
- Are they mobile optimized?
- Are they accessible by resident tech?
- Can you send special event alerts to resident rooms?
- Do you need larger flatscreens in activity areas?
- Can all residents hear the TV/Chef Demo/Speaker?
- Do you need to invest in a solution for hearing impairment or re-think surround sound?

Tech Considerations

Are you using any AI solutions?

AI tech from
Carts to
Companions

- Staff Efficiency
 - Dining
 - EVS
 - Clinical



Image courtesy of Bear Robotics

Tech Considerations

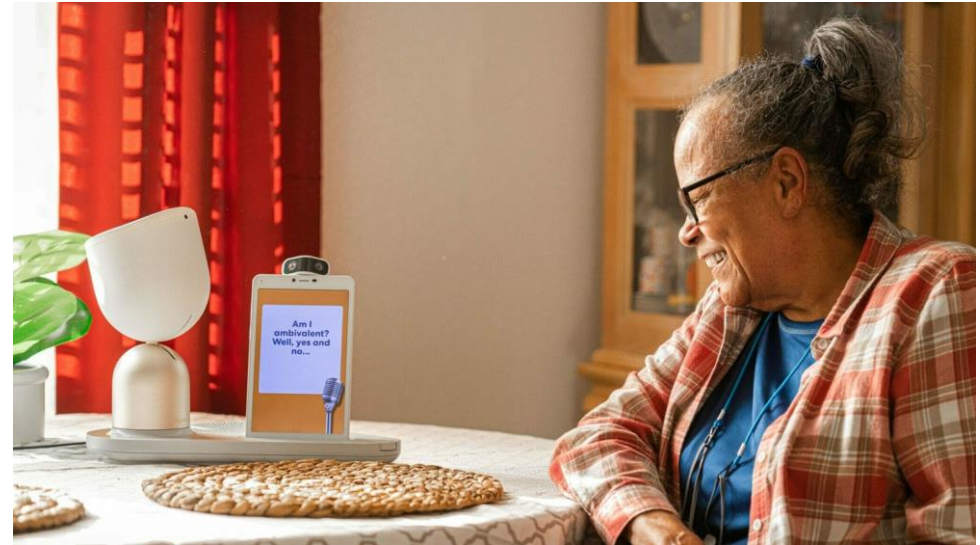
Companionship

→ 95% users reported less loneliness

Security

→ Staff Alerts

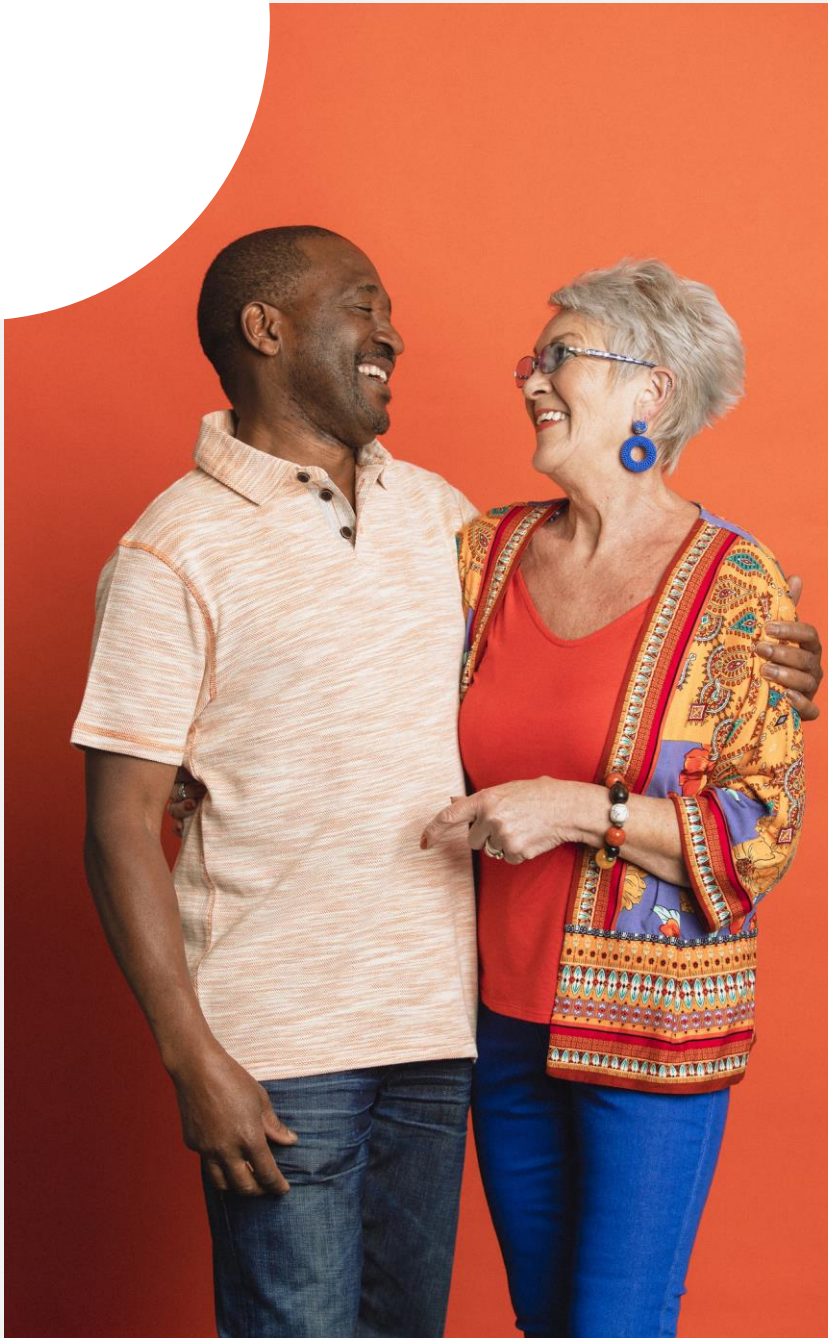
→ Manual Help Button



Marketing Techniques

INCITE
STRATEGIC PARTNERS





“If Boomers make up a large percentage of your target market, consider tailoring your platform strategy based on where they’re more active.”

-SproutSocial.com

Marketing Opportunities

Sales & Tours

- Do you send home a goodie bag with every tour?
- Can they stay for a meal on the house?
- Are kitchen leaders involved in tours?

- Does your sales team take a goodie bag on calls?
- Is it memorable?
 - Your company logo on a cookie, sticker on a box/bag?
 - Is it personalized to the individual?

Marketing Opportunities

Social Media

- Is your community on Instagram/Facebook/TikTok?
 - Do you feature your food program?

35% of Boomers use social to discover new brands
48% interact with brands on social

Don't forget their Gen X/ Millennial Children, Gen Z grandkids!

Marketing Opportunities – Social Media



Instagram

Social Media – Best Practices

Subject

- Who is the audience?
- Why are you sharing this?
- What is your caption?

Color/Texture

- Varied
- Thematic
- Layered

Angles/Lighting

- Natural
- Highlights the subject
- Best features

Other considerations

- Realistic vs. Idealistic
- Backgrounds/
environment
- People? Ingredients?
- **Photo Releases/ Legal**

Social Media – Best Practices



Social Media – Best Practices



Social Media – Best Practices



icesikatreats • |
Downey, California



oatelier.id

Social Media – Best Practices



hannat_kitchn • [Follow](#)

Bayero University Kano BUK New Site

Table Activity

- Build Your Own Parfait for Instagram (No, you don't need to post it 😊)
 - Build your parfait using provided ingredients
 - Think:
 - Layers
 - Colors
 - Textures
 - Choose a location
 - Lighting
 - Backdrop
 - Angles
 - Take lots of pics
 - Find one you really like? Email to: jen.bruning@incitesp.com during the presentation to review with the group!

Key Takeaways



- Prospective residents want variety, customizability, healthy options on menus
- Dining spaces should reflect the needs and tastes of residents, and feature local flavor
- Marketing efforts should include features of your dining program
- Consider tech innovation and renovations today to impress tomorrow's residents

Contact Info

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Thank You!

Questions?

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