



GREAT
BRITISH
CHEFS

UNDERSTANDING THE BRITISH FOODIE

GREAT BRITISH CHEFS INSIGHT

Summary

Background to Britain's largest foodie survey

As the home of Britain's foodies, Great British Chefs is in a unique position to uncover what Britain's foodies are really up to. A survey was completed by 5,361 UK-based people who agreed with the statement, "Would you describe yourself as a foodie?" They completed a massive questionnaire that contained 30 questions and took over 20 minutes. Fieldwork was conducted in January and February 2017 via an online survey that was promoted on our website (<http://www.greatbritishchefs.com>) and to our fans and followers on Twitter (@gbchefs) and Facebook (<https://www.facebook.com/greatbritishchefs>). The respondents were 67% female, 33% male and based all across the UK.

Key findings

The image of 'the foodie' is often described as someone who is obsessed with visiting high-end restaurants and who loves to talk about food. What we have discovered is that foodies absolutely love cooking; inspired by the wave of food programming on TV, online resources and their own experiences in restaurants, both in the UK and overseas. They are cooking a portfolio of 94 dishes, a wide ranging list of ingredients (including 31 different proteins) and using equipment that not so long ago was the preserve of the professional kitchen.

A snoop inside their store cupboard reveals a truly global approach to cooking, with food lovers more likely to own Thai fish sauce (63%) than brown sauce (62%). Their go-to ingredients range far beyond stock cubes and tinned tomatoes, with soy sauce (92%), coconut milk (74%), harissa (51%), tahini (45%) and dried seaweed (22%) all featuring heavily in the foodie larder.

While foodies are still regularly cooking classics such as roast chicken (74%) and spaghetti bolognese (62%), they are also regularly making risotto (47%), fish pie (42%) Thai green curry (35%), chilli prawns (33%), tagine (21%) and paella (25%). Over a quarter have made dim sum (31%) or sushi (30%) at home and 14% have had a go at kimchi.

Top foodie dishes



74%

Roast chicken



64%

Thai green



54%

Sausage roll



23%

Prawn cocktail

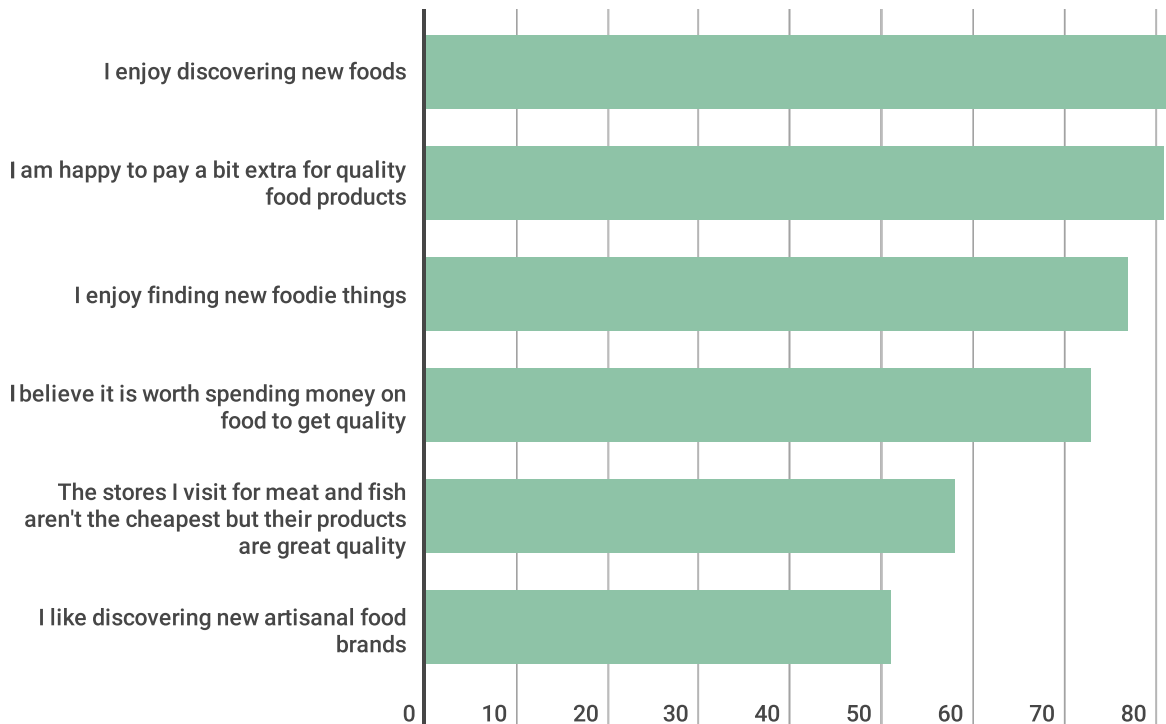
Question: Which of the following do you cook at home? (Select all that apply).
(Data above shows the percentage of foodies that cook the item regularly or occasionally).

They are also trying out unusual meats, with 37% having cooked ostrich, closely followed by kangaroo (26%), snail (20%), buffalo (15%) and crocodile (13%). Foodies are also cooking with a wide range of offal including cheeks (43%), heart (30%), bone marrow (25%) and trotters (20%). The passion for nose-to-tail eating has clearly expanded way beyond dedicated high-end restaurants.

Investing in their passion

They enjoy baking their own bread (82%), making pickles (40%), brewing beer (13%) and some even cure salami (5%). To do all this they've got a kitchen to rival the professionals as they own ice cream makers (36%), juicers (35%), smokers (12%) and sous vide machines (8%). They are also preparing their produce with an army of traditional and technical gadgets, from sugar thermometers (48%) and mandolins (44%) to pizza stones (29%) and microplanes (33%).

The foodie is prepared to spend a premium to indulge in their passion, whether that be on ingredients, equipment or a foodie holiday.



Question: Which of the following statements do you agree with? (Please tick as many as appropriate)

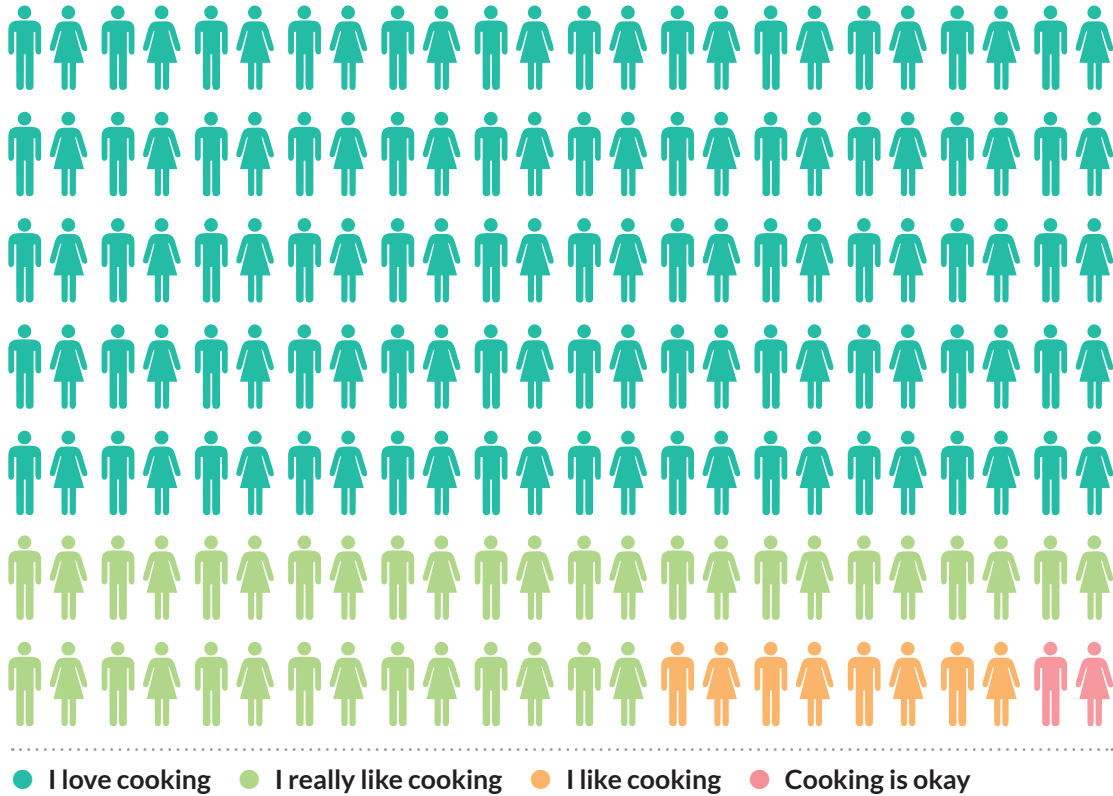
Food is central to their life and the lens through which they look at the world. To inspire and engage the British foodie requires careful thought and insight. Get in touch if you want to talk further about how Great British Chefs can help.

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A true passion

One of the things that defines a foodie is their absolute love of cooking; unsurprisingly, over 93% of foodies said they either love or really like cooking. The millennial demographic (18-34) is the group most likely to self-identify as a foodie and is also the group that gets the most enjoyment out of cooking. This challenges the misconception that younger Brits may love food but only engage as eaters rather than cooks.

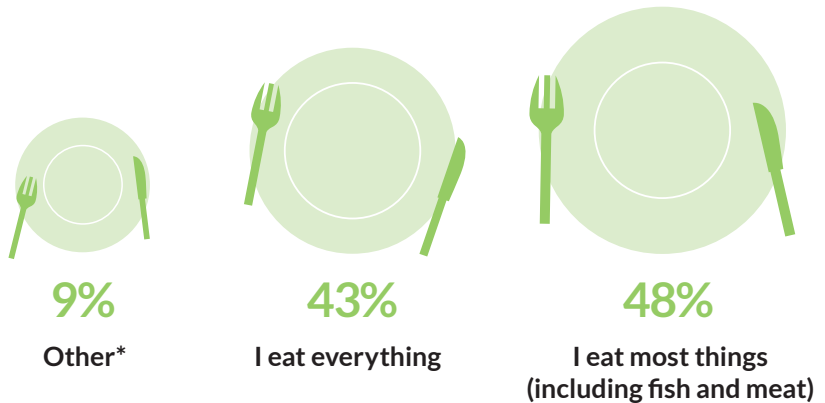
Loving cooking



Question: How much do you enjoy cooking?

Eating everything

Foodies are also adventurous eaters who are eating a very wide variety of things. 43% claim to eat anything and everything and another 48% will eat most things. Interestingly, more men claim to “love cooking” and “eat everything” when compared to women.



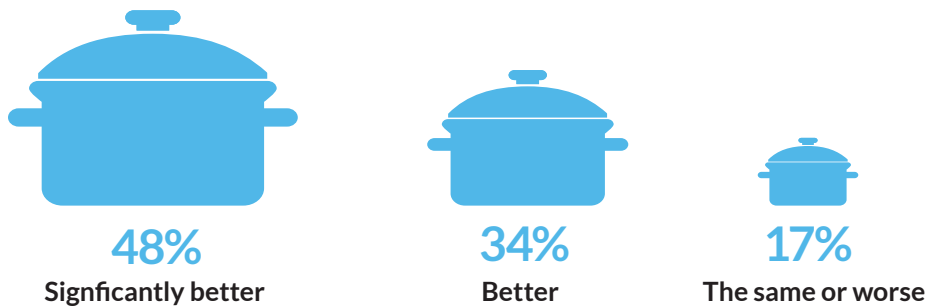
Question: How would you describe yourself?

*Note: Other includes those who described themselves as vegetarians, vegans, pescatarian, flexitarian (semi-vegetarian) or other.

A foodie context

The number of Michelin-starred restaurants in the UK has exploded from just 17 in 1985 to 172 today. There are now over quarter of a million restaurants in the UK offering an ever-expanding range of styles from Peruvian and Korean to regional Mexican and Lebanese. Surrounded by such an appetising array of food that is of significantly better quality than it was 30 years ago, it is hardly surprising that today’s foodies believe they have upped their culinary game versus their parents.

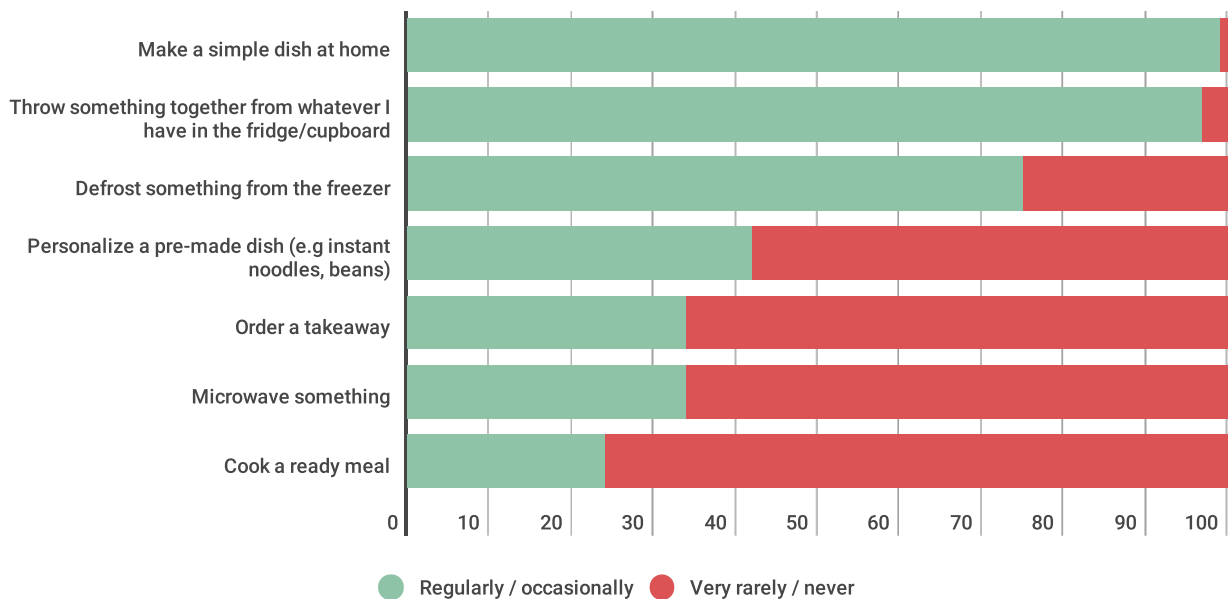
Skilled foodies



Question: How would you describe your skills as a cook versus your parents?

When looking for a quick and easy meal, foodies tend to throw something together or make a simple dish at home instead of opting for modern solutions like ordering a takeaway or buying a ready meal. Over a third would never cook a ready meal with 60% seeing them as unhealthy, suggesting that the pre-packaged TV dinner has fallen out of favour. Despite 87% of foodies owning a microwave, they are not the go-to solution when preparing a quick dinner.

From scratch cooks

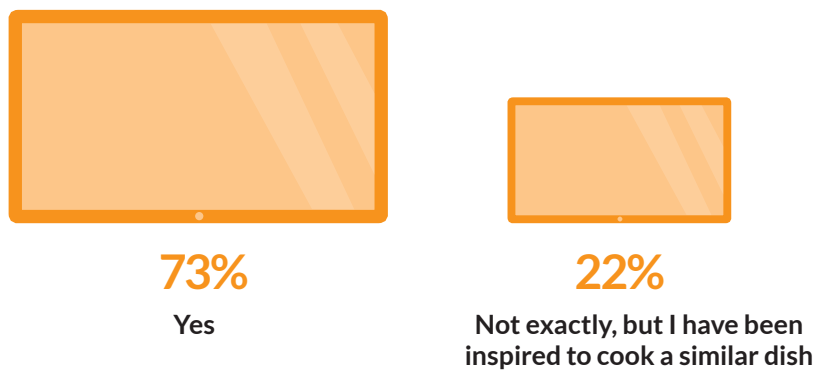


Question: When you want a quick meal at home, which of the following do you do? (Select all that apply)

Culinary magpies

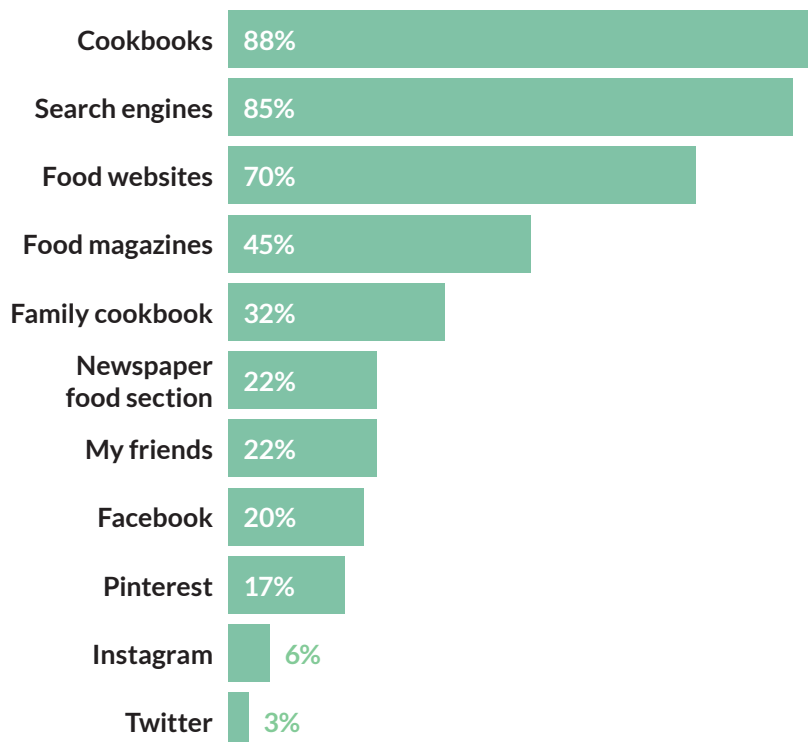
Foodies find inspiration in a wide variety of places and it is clear that family recipes and magazines are no longer the go-to sources they once were. They get inspired by the restaurants they are eating at, both in the UK and abroad and over the last 30 years the amount of food programmes on TV has grown exponentially. In 1985 there were just six food and cookery shows in the UK, whilst today it is hard to avoid them. It has often been claimed that Brits are watching food TV and not cooking. However, in the world of foodies, they are getting inspired and are actually creating the dishes they see on TV.

Food TV inspiring action



Question: Have you ever cooked a recipe you've seen on a television programme?

Paper and digital in harmony



When looking for a specific recipe, foodies turn to their cookbooks, online search and food websites. Those under 35 are most likely to look online, whereas those over 35 are more likely to reach for their cookbooks.

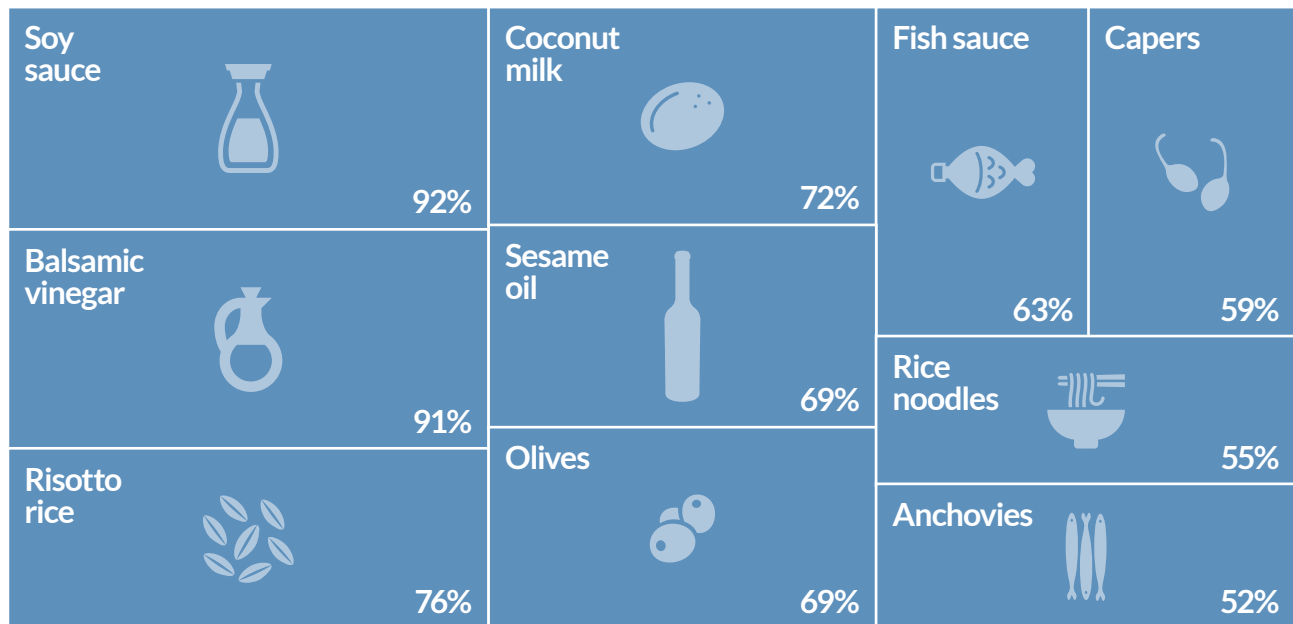
Foodie images may perform really well on social platforms such as Twitter, Facebook, Instagram and Pinterest, but foodies aren't using them to search for recipes. Search engines and food websites are the go-to place for recipes, because of their comprehensive and more searchable content.

Question: If you want a recipe, where do you look? (Select all that apply)

The store cupboard

Britain's foodies are truly global cooks and you'll find no better proof of this than by looking in their store cupboards. Whilst tinned tomatoes and olive oil are in over 95% of a foodie's store cupboard, most have over 50 items excluding herbs and spices.

Top foodie staples



Question: Which of the following items are normally in your cupboards? (Select all that are appropriate)

Our national interest in Middle Eastern food arguably began when package holidays made travel to Greece, Cyprus and Turkey more affordable in the 1970s. It has been enhanced in more recent years by national newspaper columns and books written by Yotam Ottolenghi, the influence of Claudia Roden, Itamar Srulovich and Sarit Packer (the chefs behind Honey & Co) and the rise in number of contemporary Middle Eastern restaurants. All of this has had a profound influence on the make-up of the foodie's store cupboard and encouraged over 30% of foodies to make hummus at home regularly.

Middle Eastern ingredients



72%

Couscous



51%

Harissa



47%

Bulgur wheat



45%

Tahini



27%

Preserved lemons



25%

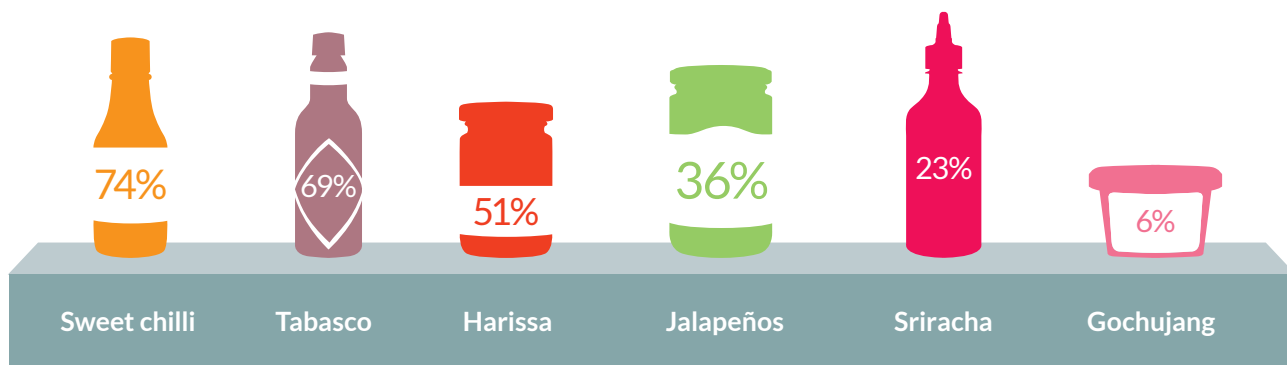
Pomegranate molasses

Question: Which of the following items are normally in your cupboards? (Select all that are appropriate)

Going global

The UK’s appetite for spice has evolved way beyond adding black pepper or Tabasco to a dish. The UK foodie is more likely to cook Thai green curry (64%) than pie and mash (57%) and this is reflected in the sheer range of chilli sauces that are in their cupboards. With over a dozen UK chilli growers and almost thirty regional chilli festivals, this trend looks like it is only going to build further.

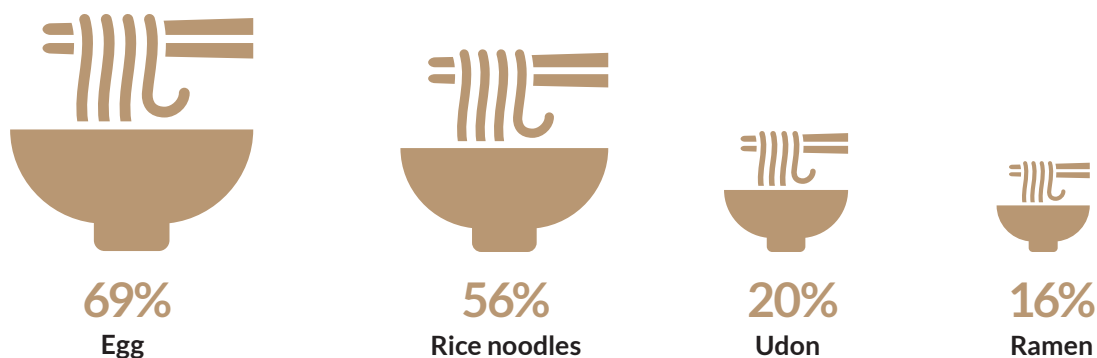
Packing a punch



Question: Which of the following items are normally in your cupboards? (Select all that are appropriate)

The flavours of China, Thailand, Japan and Vietnam clearly resonate with the UK foodie, who possesses a comprehensive arsenal of ingredients from these cuisines. In fact, foodies today are slightly more likely to own fish sauce (63%) than brown sauce (62%). It also seems that they have embraced noodles as a new staple.

Love of noodles



Question: Which of the following items are normally in your cupboards? (Select all that are appropriate)

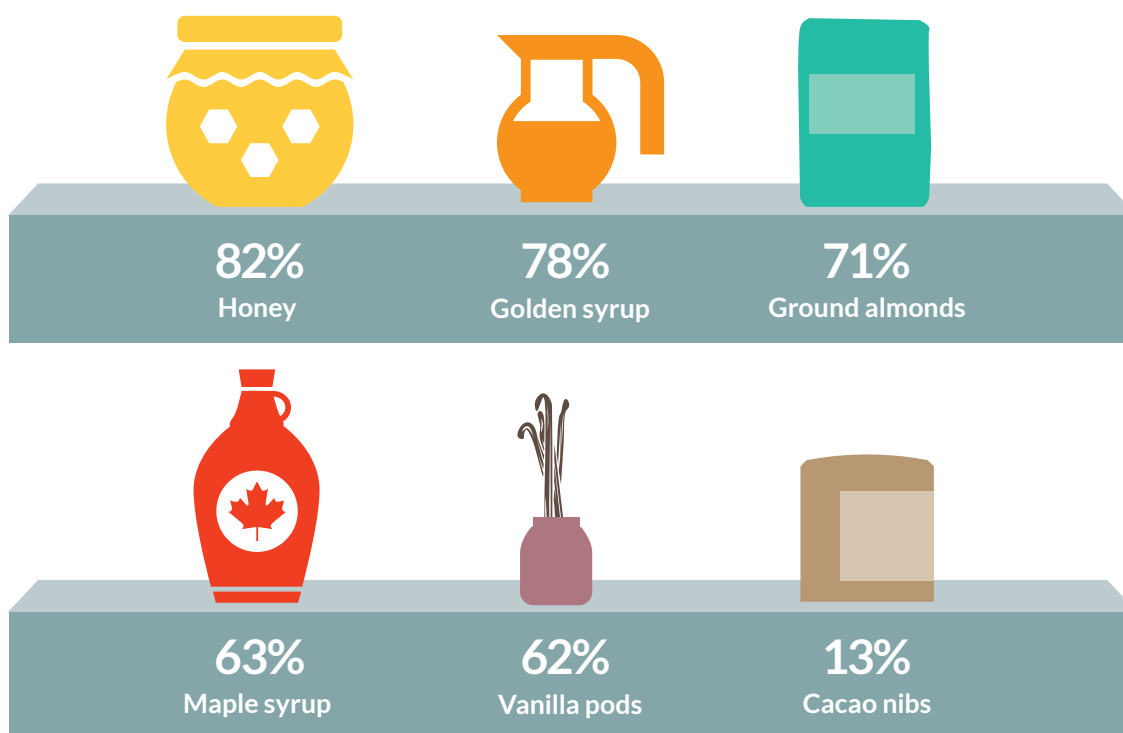
It is also clear that couscous (72%), quinoa (42%), bulgur wheat (37%) and other grains have progressed beyond those seeking healthy foods. They are now starting to compete with other carbs, such as white rice (87%) and brown rice (58%), that are in most foodie homes. Over time, it is likely that we will see even more specialist ingredients like teff and amaranth becoming more mainstream.

The sweet store cupboard

Store cupboards are creaking under the weight of specialist baking ingredients. Beyond the expected plain flour (92%), self-raising flour (89%) and strong flour (71%), many have branched out and own chickpea flour (27%), polenta flour (15%) and nut flour (8%).

The foodie's collection of sweet ingredients has diversified well beyond simple staples such as brown sugar (90%), white sugar (89%) and icing sugar (83%). Today, golden syrup (78%), muscovado sugar (70%), maple syrup (63%), black treacle (53%), agave syrup (18%) and pearl sugar (3%) allow passionate home-bakers to create things flavoured with specialist syrups and alternatives to common baking ingredients. This shows that foodies are exploring new ways of incorporating sweetness into their desserts, using more than just refined sugars to introduce more complex flavour profiles and a variety of textures.

Deliciously diverse



Question: Which of the following items are normally in your cupboards? (Select all that are appropriate)

Foodies are increasingly stocking up on functional ingredients in their attempts to create show-stopping dishes, with many owning citric acid (17%) so they can make their own yoghurt and even xanthan gum (16%), which allows advanced home cooks to thicken sauces, make the smoothest ice cream and create their own gluten-free flours. Their insatiable appetite for baking is also illustrated by the fact that many of them own piping bags (76%), sugar thermometers (48%) and cake icing smoothers (41%).

Meat and poultry

Foodies cook an impressive thirty one different proteins regularly / occasionally. While the top 10 proteins that foodies cook regularly (chicken, beef, pork, salmon, cod, lamb, prawns, haddock, tuna and turkey) aren't that extraordinary, the story really lies in the long tail.

Top meat and poultry

	Regularly	Occasionally	Once	Never
Chicken	88%	9%	0%	3%
Beef	66%	28%	2%	4%
Pork	57%	34%	2%	7%
Lamb	48%	40%	4%	8%
Duck	18%	56%	10%	16%
Turkey	13%	60%	14%	13%

● Good ● Bad ○ Neutral

Second tier meats and poultry

	Regularly	Occasionally	Once	Never
Poussin	5%	32%	18%	45%
Veal	4%	36%	16%	44%
Mutton	4%	27%	16%	53%
Guinea Fowl	3%	24%	18%	55%
Hogget	2%	11%	8%	79%
Quail	1%	20%	20%	59%
Goat	1%	14%	15%	70%
Goose	1%	22%	26%	51%
Suckling pig	1%	7%	11%	81%

Question: How often do you cook the following meats and poultry?

While there is no surprise that chicken tops the meat and poultry charts, the fact that 18% of foodies cook duck regularly and 56% cook it occasionally proves that foodies are actively seeking variety. Turkey is failing to engage with foodies as only 13% are cooking it more than occasionally. Beef, pork and lamb are firm regular favourites and are cooked by a majority of foodies pretty regularly.

Poussin, veal, mutton, guinea fowl, quail and goose are all earning a place on the foodie's table but there remains a significant group (over 40%) who aren't cooking these items. While there are many organisations promoting the consumption of beef, lamb or pork, there is no one trying to inspire more people to eat these second tier proteins.

Goat was a much talked about meat in 2016 when Ocado started to sell Cabrito products. Many butchers now stock it and it does seem to be slowly catching on as 30% of foodies have cooked goat. As it secures wider distribution, goat will continue to increase in popularity.

Glorious game

Unsurprisingly, venison was the most regularly cooked game meat by foodies, closely followed by pheasant. Even though the numbers pale in comparison to non-game meats, the relatively wide availability of these meats should help to explain the numbers – Sainsbury’s, for example, sells a huge variety of venison cuts, whole pheasants and pheasant breasts.

22% of respondents cook wild boar ‘occasionally’, which considering its relatively low profile in the UK is quite surprising. What may account for this is boar’s appearance in wide ranges of premium sausages, or indicate a desire to search beyond the supermarket shelves to source unusual produce.

With growing concerns over the provenance of meat and the use of antibiotics in farmed animals, it is heartening to see consumers embracing the wild and wonderful meats of the UK.

Foodie game

	Regularly	Occasionally	Once	Never
Venison	14%	46%	12%	28%
Pheasant	8%	34%	16%	42%
Rabbit	4%	33%	18%	45%
Pigeon	3%	18%	14%	65%
Partridge	3%	19%	15%	63%
Woodpigeon	2%	15%	11%	72%
Mallard	2%	14%	10%	74%
Wild boar	1%	22%	17%	60%
Grouse	1%	12%	12%	75%
Hare	0%	7%	11%	82%

● Good ● Bad ○ Neutral



If brands want to affect consumption behaviour they need to produce content that is based upon a deep insight into what foodies are cooking.

Question: How often do you cook the following game?

Foodie fish

The mighty salmon is the third most regularly cooked protein (60%) by foodies, just behind chicken (88%) and beef (66%), and tops the fish and seafood chart. The power of salmon is closely tied to its versatility (en croute, cured, marinated, teriyaki, papillote, pan-fried, etc.) and wide distribution. Unsurprisingly, mainstays cod (44%) and haddock (39%) come in second and third, but sea bass and tuna aren't far behind, with over 65% of foodies cooking both.

Despite being readily available in the supermarkets, mackerel is only cooked regularly by 25% of foodies and just under half cook it occasionally. A favourite with professional chefs, who turn this quintessentially British species into fishcakes, pair it with rhubarb, pickle it or cure and smoke the fillets, it seems as though more can be done to promote this tasty and abundant fish.

Other more uncommon fish might be cooked less, but it certainly looks like foodies are giving them a go when they're available. Over 40% of foodies source and cook trout, plaice, sardines, sole, monkfish, kippers and pollock occasionally. Gurnard, dab and grey mullet are the least cooked (around three-quarters of foodies have never cooked them), but it looks like a larger variety of fish species are being prepared at home by foodies than people might think.

Top fish

	Regularly	Occasionally	Once	Never
Salmon	60%	30%	2%	8%
Cod	44%	46%	3%	7%
Haddock	39%	46%	5%	10%
Sea bass	30%	43%	9%	18%
Tuna	29%	48%	8%	15%
Mackerel	25%	47%	9%	19%
Trout	18%	47%	12%	23%
Plaice	16%	48%	11%	25%
Hake	13%	36%	12%	39%
Sardine	11%	42%	13%	34%

	Regularly	Occasionally	Once	Never
Sole	11%	44%	13%	32%
Monkfish	11%	44%	15%	30%
Kipper	10%	40%	13%	37%
Pollock	10%	40%	13%	37%
Bream	9%	30%	13%	48%
Halibut	7%	37%	14%	42%
Dover sole	7%	37%	17%	39%
Herring	6%	27%	13%	54%
Whitebait	5%	26%	15%	54%

● Good ● Bad ○ Neutral

Question: How often do you cook the following fish?

Shellfish galore

Prawns are still kings of the sea when it comes to shellfish, with over half of foodies cooking them regularly, but mussels and shrimps are being prepared in a quarter of foodies’ kitchens on a regular basis. Scallops, the dinner party favourite, shows no signs of waning and 36% specifically serve them with black pudding occasionally. The average foodie cooks two different types of seafood regularly and five occasionally, which shows we’re certainly expanding our horizons beyond shelled prawns and tinned crab.

What’s intriguing is that foodies tend to cook luxurious shellfish (lobster, langoustine, oysters) almost as often as they cook more affordable options, like squid and crab. Even more surprising is that an incredible 83% of foodies have never cooked cuttlefish; a species very similar to squid that’s incredibly popular in mainland Europe. While this may be a case of availability rather than preference, it shows there’s still some seafood that’s yet to be discovered by the foodies of Britain.

Octopus is another rising star – over a quarter cook it on an occasional basis, only narrowly being beaten by clams (26%) even though it requires a trip to a specialist fishmonger or online retailer. So while foodies might whip up a spaghetti alle vongole when they’re reminiscing about Italy, just as many are recreating the octopus, chorizo and potato stews they may have tasted while on holiday in Spain.

Seafood and eat it

	Regularly	Occasionally	Once	Never
Prawn	57%	31%	2%	10%
Mussels	25%	40%	8%	27%
Shrimp	25%	42%	7%	26%
Scallop	21%	47%	10%	22%
Squid	16%	36%	11%	37%

	Regularly	Occasionally	Once	Never
Crab	15%	43%	13%	29%
Langoustine	13%	40%	12%	35%
Crayfish	7%	32%	13%	48%
Clam	6%	26%	11%	57%
Lobster	5%	38%	19%	38%
Oyster	4%	21%	12%	63%
Cockle	3%	19%	11%	67%
Octopus	3%	24%	15%	58%
Caviar/fish roe	3%	23%	13%	61%
Cuttlefish	2%	8%	7%	83%
Razor clam	1%	11%	11%	77%

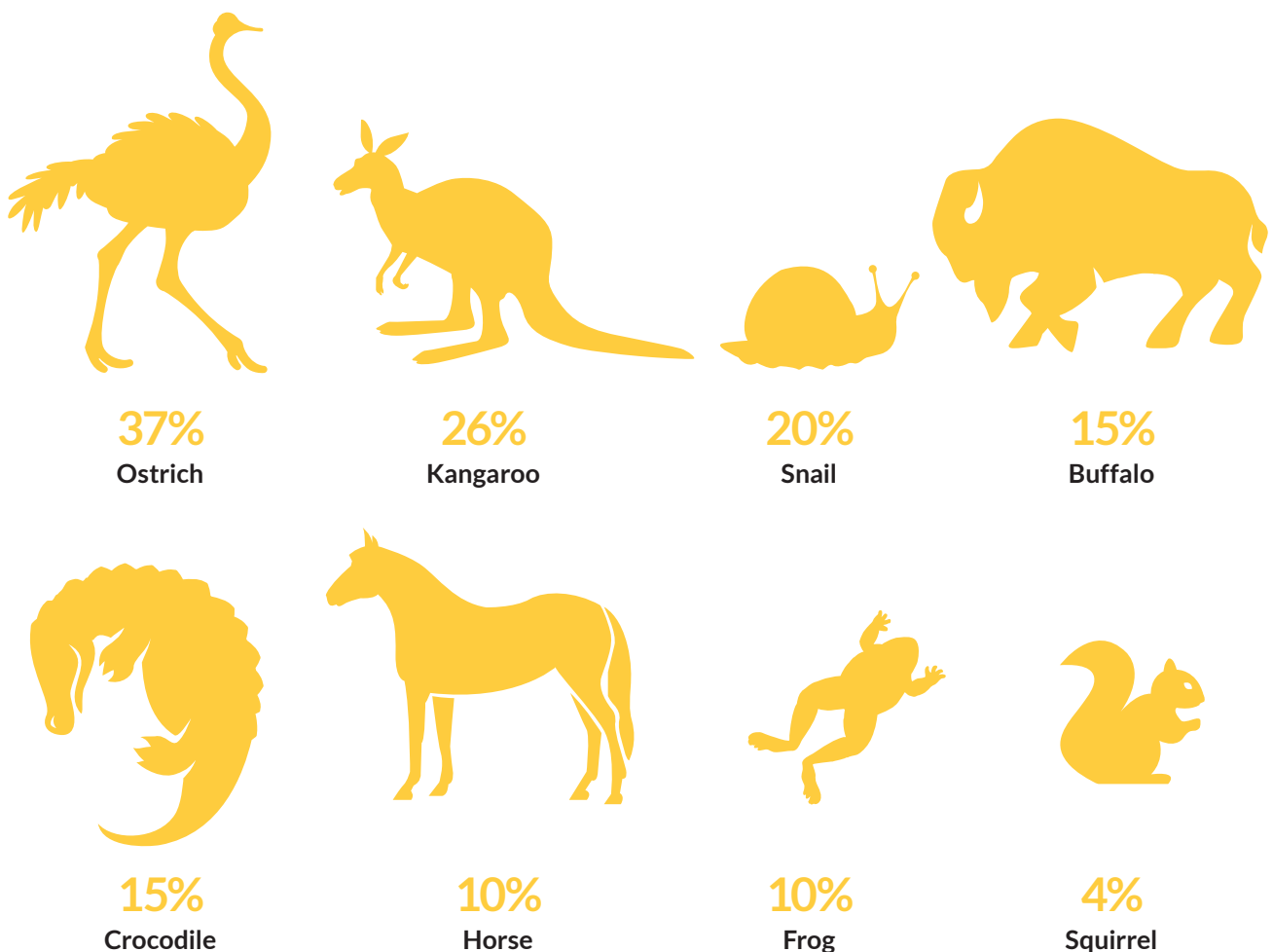
● Good ● Bad ○ Neutral

Question: How often do you cook the following seafood?

Embracing the exotic

As part of the foodie survey we presented a list of 17 different exotic items that people might have cooked. This list included elk, insects, camel, moose, snake, goose-neck barnacles, llama and the items below. 46% of foodies have never cooked any of these items but a large group of foodies (54%) have cooked an average of three different species.

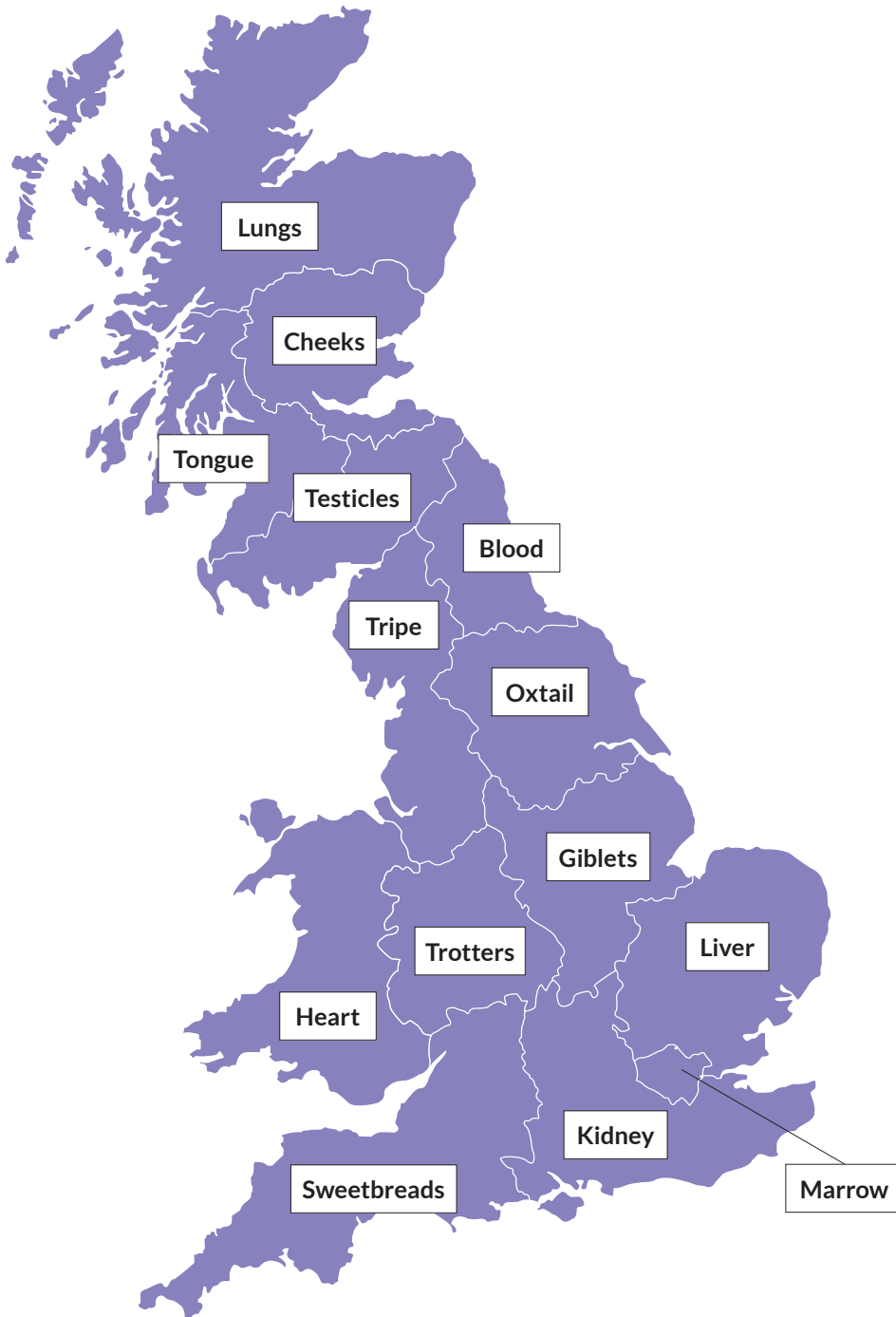
Ostrich and kangaroo are more commonly cooked by UK foodies than snail and horse, surprising considering that the latter are staple items in many French shops. However, it seems that a series of campaigns by supermarkets to promote exotic meats, often as a gimmick, has engaged foodies. While it is unlikely that squirrel will become a regular sight on the dinner table, there are 4% who have been adventurous enough to give it a go!



Question: Have you ever cooked any of the following? (Select all that apply)

Open to offal

On average, foodies have cooked five different types of offal, with men being more offal-orientated than women. Liver (74%) and kidney (61%) lead the pack but an impressive number of foodies have also cooked cheeks (43%), heart (30%), bone marrow (25%) and sweetbreads (18%). A number of regional preferences emerged as some areas significantly over-index on particular cuts; heart in Wales, testicles in southern Scotland and bone marrow in London. An offal map of Britain has emerged.



Liver	74%
Kidney	61%
Oxtail	50%
Cheeks	43%
Giblets	30%
Heart	30%
Marrow	25%
Tongue	23%
Skin	22%
Trotters	20%
Sweetbreads	18%
Tripe	11%
Tail	11%
Blood	10%
Gizzard	8%

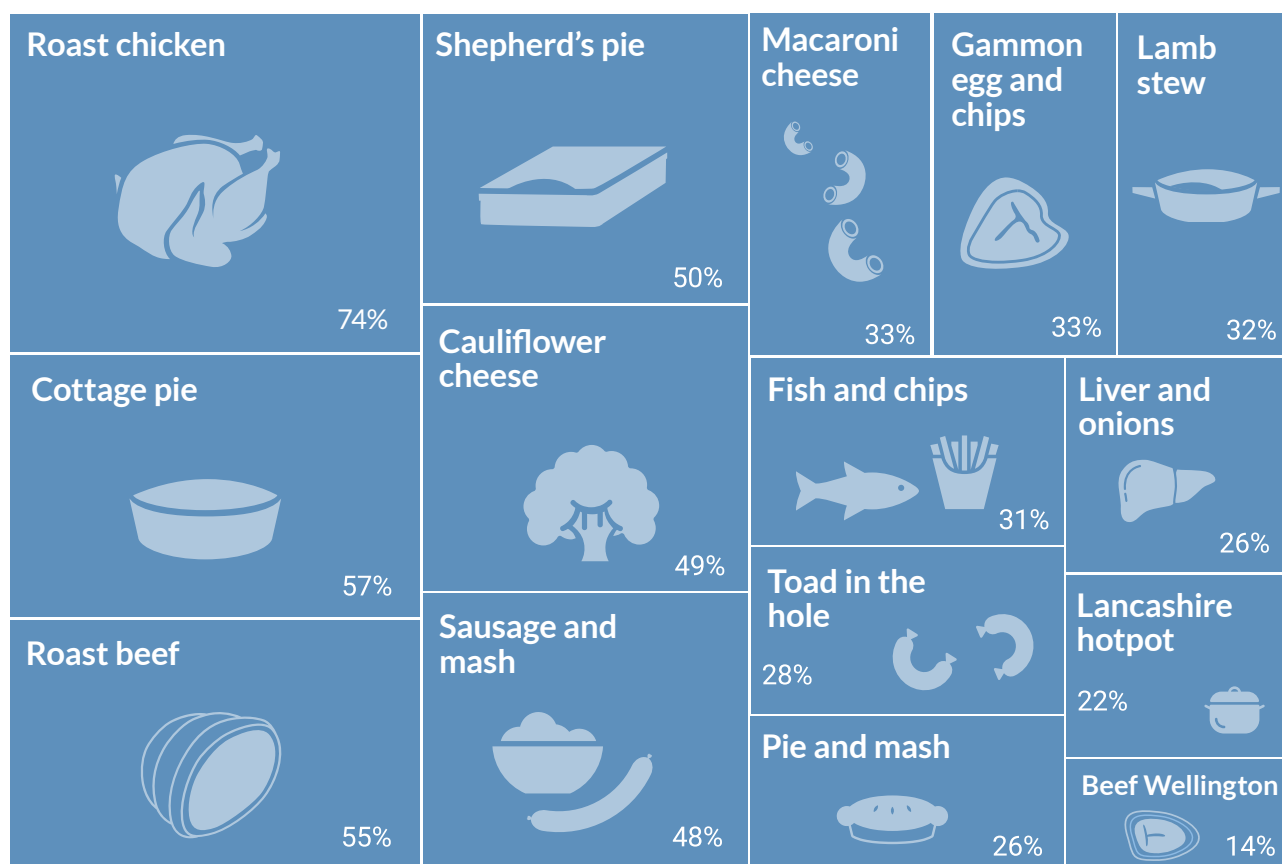
Question: Which of the following offal have you cooked at home? (Select all that apply).

What dishes are we making?

When we asked foodies what dishes they like to cook, we were astounded by the variety. The average foodie regularly cooks 44 different dishes and has a total repertoire of 94. While they are fond of familiar classics, they're also cooking curries, pastas, pies and a growing number of recipes inspired by global cuisines.

Foodies remain well and truly in love with a British Sunday roast, with every element of it scoring highly as a regularly cooked dish, from roast beef (55%) and roast chicken (74%) to traditional sides like roast potatoes (72%) and Yorkshire puddings (51%).

Top British classics



Question: Which of the following do you cook at home? (Select all that apply).

(Data above shows the percentage of foodies that cook the item regularly).

Whilst foodies enjoy European cuisines such as French (e.g. Dauphinoise potatoes cooked by 39%), Italian (e.g. lasagne cooked by 55%) and Spanish (e.g. paella cooked by 25%), new cuisines are emerging strongly. Mexican and South American cuisine is really on trend in 2017, so it's only natural that these dishes are being attempted at home. Ceviche has been cooked by 25% of foodies, adding to the already popular Mexican dishes in foodies' repertoires: burritos (46%), fajitas (70%), tacos (43%) and enchiladas (47%).

Foodies are slowly trying a new handful of Korean dishes: 11% have made kimchi, the famous fermented cabbage side dish, 10% have made bibimbap, a rice dish, and 7% have made bulgogi, a dish in which beef is marinated in soy, sugar, pear juice, sesame oil, garlic and Korean chilli pepper before being grilled.

Curry and pies

The UK is a nation in love with spice and, of course, a good curry. Now we know British foodies are cooking different variations of the dish from various cuisines, the most popular being Thai green curry (64%). A wider repertoire of more specialist varieties of curry is emerging amongst foodies, with many now happy to cook massaman curry (29%), katsu curry (22%), goat curry (18%) and jungle curry (9%).

The nation's favourite curries



87%

Chicken curry



64%

Thai green



57%

Vegetable curry



45%

Fish

Question: Which of the following do you cook at home? (Select all that apply).

(Data above shows the percentage of foodies that cook the item regularly or occasionally).

When entertaining, impressive pastry centrepieces are as popular as ever. An incredible 61% of foodies have made a beef Wellington at least once, whilst over 43% have made salmon en croute and 17% have made a pithivier at some point.

Pastry is a key ingredient in foodies' store cupboards, and is put to good use with a tasty array of homemade pies. While chicken and beef both remain popular pastry pie fillings, mash-topped fish pie is the most popular choice for foodies. For more niche offerings, game pie, which is only in season during the autumn and winter months, is cooked by 7% of our foodies, while traditional pork pies are made at home by 8%.

Foodie's favourite pies



76%

Beef and ale pie



73%

Chicken pie



73%

Fish pie



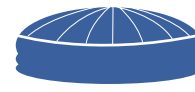
54%

Sausage roll



33%

Pasty / empanada



17%

Pithivier

Question: Which of the following do you cook at home? (Select all that apply).

(Data above shows the percentage of foodies that cook the item regularly or occasionally).

British classics

UK foodies today are keen on keeping traditional British classics alive, but they are less convinced when it comes to retro dishes; things like devilled eggs and filled vol-au-vents are seen as a thing of the past. Both duck a l'orange (8%) and cheese fondue (6%), once a very popular sharing dish, are also falling in popularity.

A third of nostalgic foodies are still making coq au vin regularly, though, and all-time favourites beef stroganoff (34%), chicken Kiev (23%) and prawn cocktail (23%) appear to be here for the long term.

Going retro



23%

Chicken Kiev



23%

Prawn cocktail



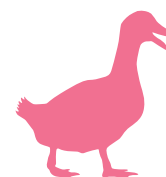
6%

Cheese fondue



5%

Devilled eggs



8%

Duck a l'orange

Question: Which of the following do you cook at home? (Select all that apply).

(Data above shows the percentage of foodies that cook the item regularly).

It is to be expected that London, with its vibrant and cosmopolitan restaurant scene, is where many dishes like katsu curry, japchae and sushi are first attempted at home. Foodies in the Midlands are also early adopters of new trends, including kimchi and ceviche.

Italian food is really popular with Scottish foodies, who lead the charts when it comes to cooking classics such as pasta carbonara or lasagne. Fish and chips and Scotch eggs are also popular in Scotland, when compared to other UK regions. Produce is also clearly a factor, as Scotland is one of the UK regions where cured salmon is regularly prepared the most.

Lamb stew is popular with foodies living in the South (both in the South East and South West) but not as much in Wales. On the contrary, Welsh foodies seem to have a real affinity with a very wide range of dishes including falafel, kebabs, chicken curry and lobster Thermidor.

Yorkshire foodies are into their meat, regularly cooking beef bourguignon, beef burgers and goat curry more than other UK regions. Foodies in the east of England, however, enjoy recreating dishes reminiscent of their European holidays, such as paella, ratatouille or quiche Lorraine.

Fish and chips is a staple in the North East, where pie and mash and Lancashire hotpot are also popular. The latter, however, is even more popular in the North West, from where it originates.

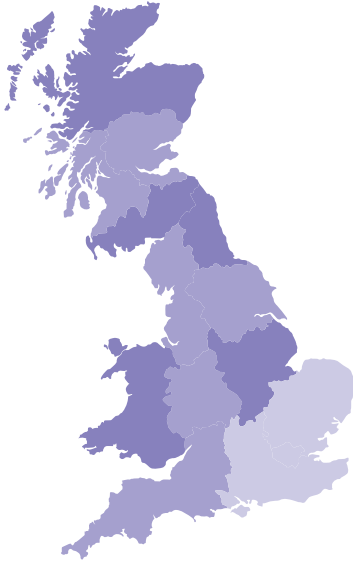


Understanding styles of cooking and which recipes foodies are making is key if brands want to identify niches and occasions that they can credibly own

What dishes are we regularly making?

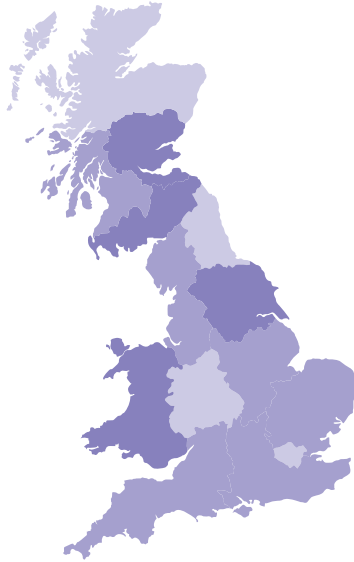
Lasagne

55% of foodies cook lasagne regularly



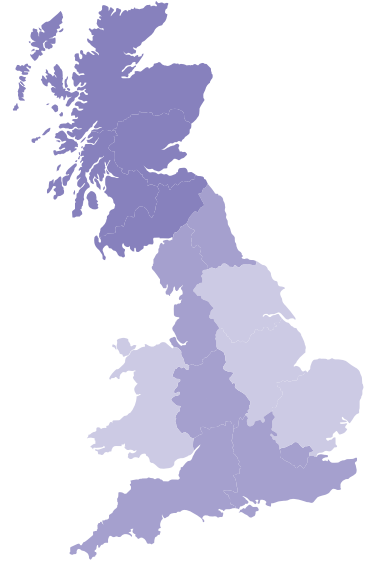
Beef bourguignon

38% of foodies cook Beef Bourguignon regularly



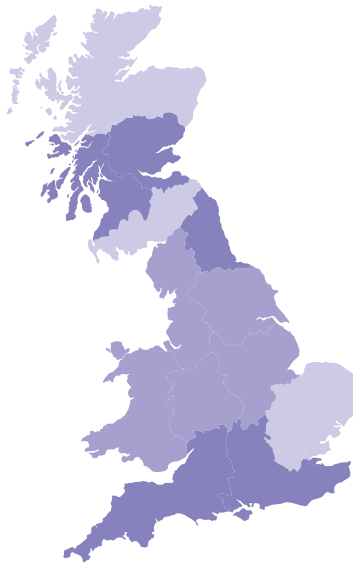
Pasta carbonara

36% of foodies cook pasta carbonara regularly



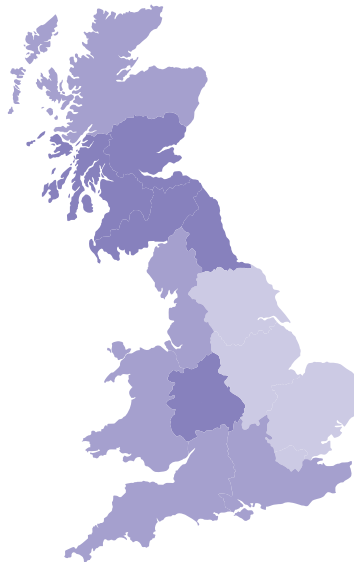
Lamb stew

32% of foodies cook lamb stew regularly



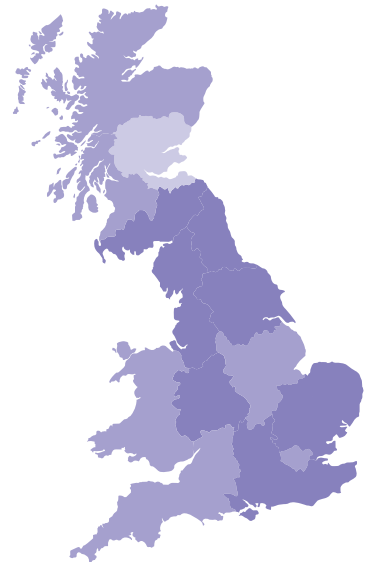
Fish and chips

31% of foodies cook fish and chips regularly



Paella

25% of foodies cook paella regularly



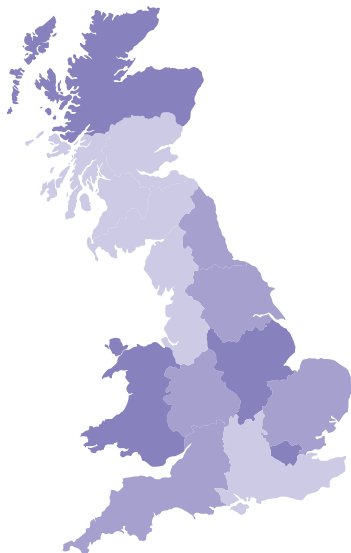
● Above UK average ● UK average ● Below UK average

Question: Which of the following do you cook at home? (Select all that apply).
 (Data above shows the percentage of foodies that cook the item regularly).

What dishes are we occasionally making?

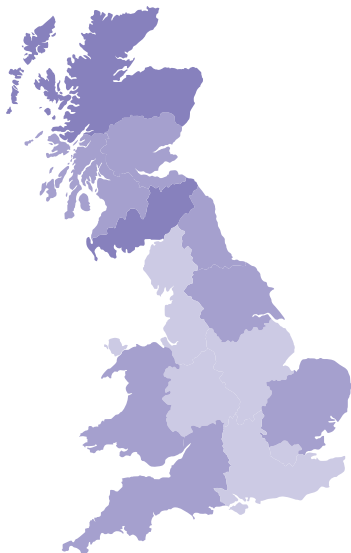
Falafel

43% of foodies cook falafel



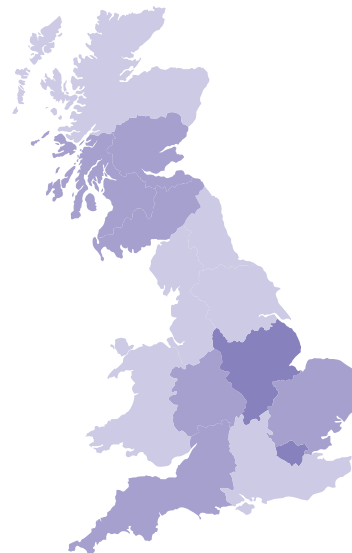
Scotch eggs

41% of foodies cook Scotch eggs



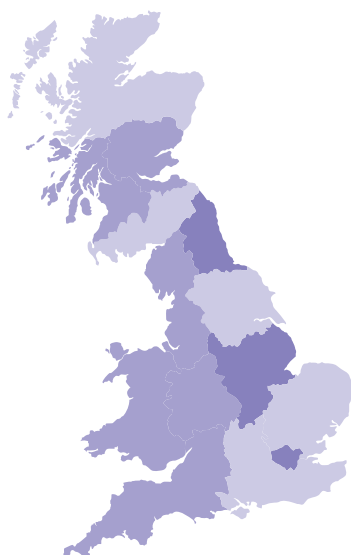
Ceviche

25% of foodies cook ceviche



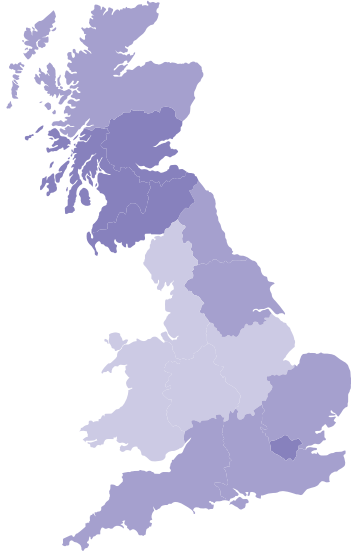
Sushi

24% of foodies cook sushi



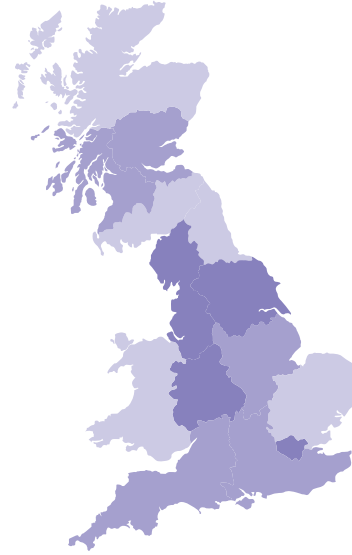
Katsu curry

22% of foodies cook katsu curry



Goat curry

18% of foodies cook goat curry



● Above UK average ● UK average ● Below UK average

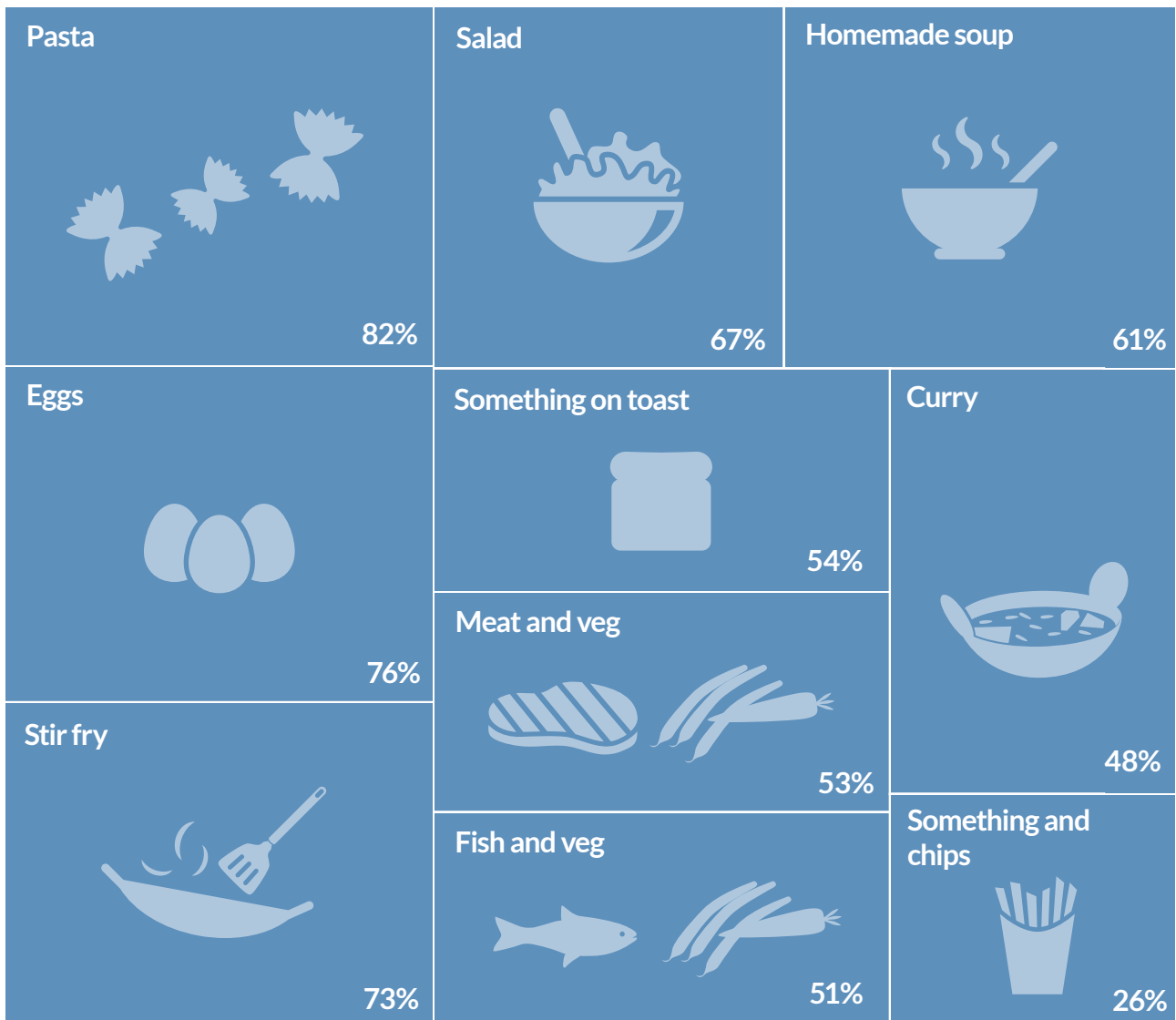
Question: Which of the following do you cook at home? (Select all that apply).
 (Data above shows the percentage of foodies that cook the item regularly).

Speedy and creative

With foodies opting to rustle up a dish rather than order a takeaway or buy a ready meal, it is not surprising that they have a series of go-to dishes for quick meals. Pasta emerges as the number one choice for a speedy supper.

Considering the fact that their store cupboards are full of tinned tomatoes (95%), tinned fish (75%), olives (69%), capers (59%), anchovies (52%), sardines (46%) and roasted peppers (39%), they have a lot of potential pasta dishes to choose from. They could whip up a puttanesca sauce, full of rich umami flavours thanks to the tinned fish, olives and capers, throw in some sardines for the Sicilian classic pasta con le sarde, or simply dress some linguine with cracked black pepper, dried chillies and good olive oil for the ultimate aglio, olio e peperoncino.

Quick foodie fixes



Question: Which of the following do you rustle up for a quick, simple meal? (Select all that apply)

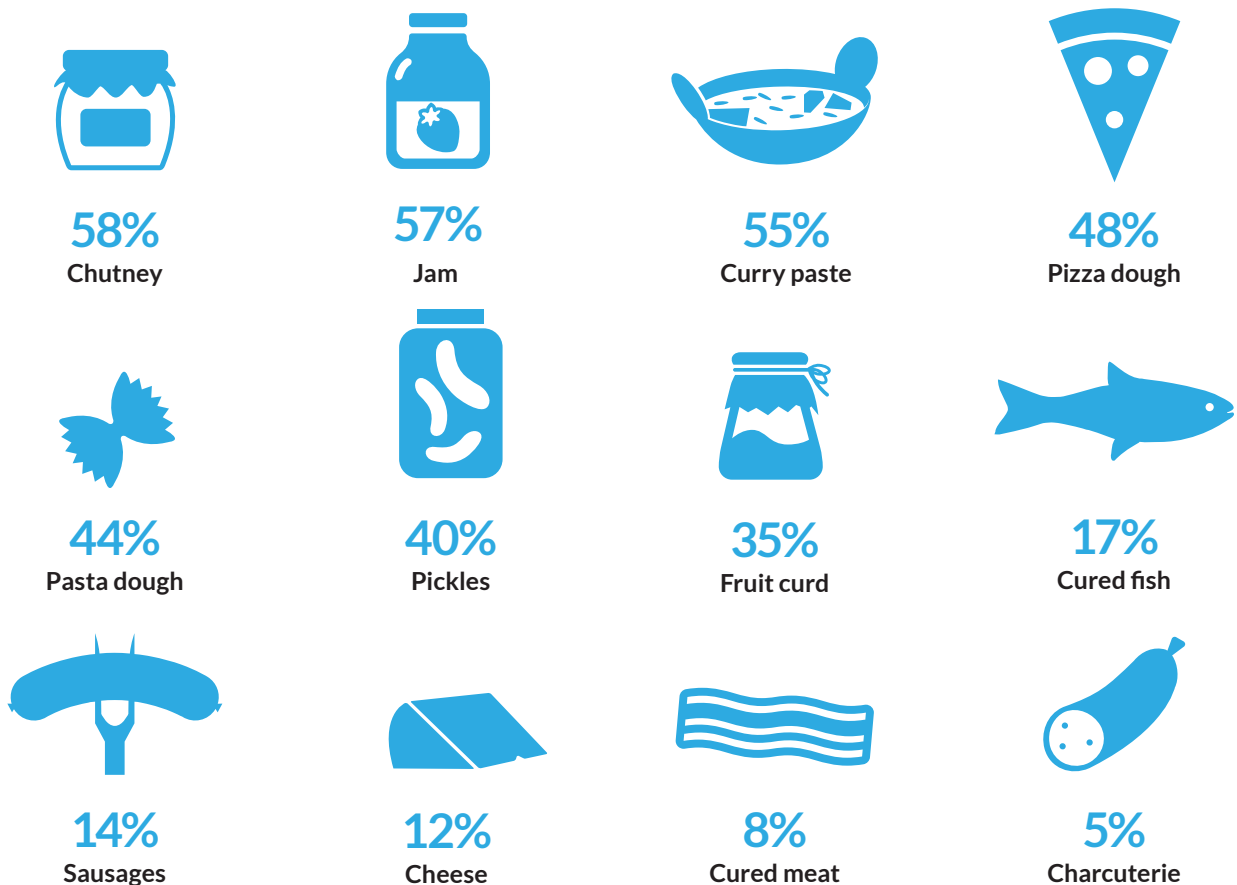
Industrious DIY foodies

In a time-poor world where conveniences are regularly bought, foodies are dedicated to taking the long route. While it isn't surprising that passionate home cooks are regularly making their own gravy (88%), bread (82%), stock (73%) and shortcrust pastry (69%), the sheer depth of their interest in DIY cooking will surprise most. From cider to home-ground flours, foodies have attempted a dizzying array of DIY dishes and drinks.

Cooks like Hugh Fearnley-Whittingstall have helped to popularise a back-to-basics, seasonal approach to cooking. Coupled with a growing desire to know what goes into food in general, this seems to be a growing trend. The national obsession with all things baking, thanks to the monumentally popular Great British Bake Off, is certainly fuelling foodies attempts at making preserves, pastry and bread from scratch.

It is also interesting to note that more female foodies are making jam, curds, pastry and cheese than male foodies, who are making more cured fish, pastrami and pasta dough than female foodies.

Creative and committed



*Which of the following do you make or have you made at home?
(Data above shows the percentage of foodies that have made the item more than once).*

Appliances

In order to create the 94 dishes that an average foodie cooks at home with hundreds different of ingredients, they strive for a well kitted out kitchen. On average, foodies have 14 appliances – but many of them have more.

Multiple appliances



Question: What appliances do you own? (Select all that apply).

An impressive number of foodies have invested in a stand mixer (53%), an ice cream maker (35%), a vacuum packer (13%), a smoker (12%) and a sous vide water bath (8%).

Key appliances



Question: What appliances do you own? (Select all that apply).

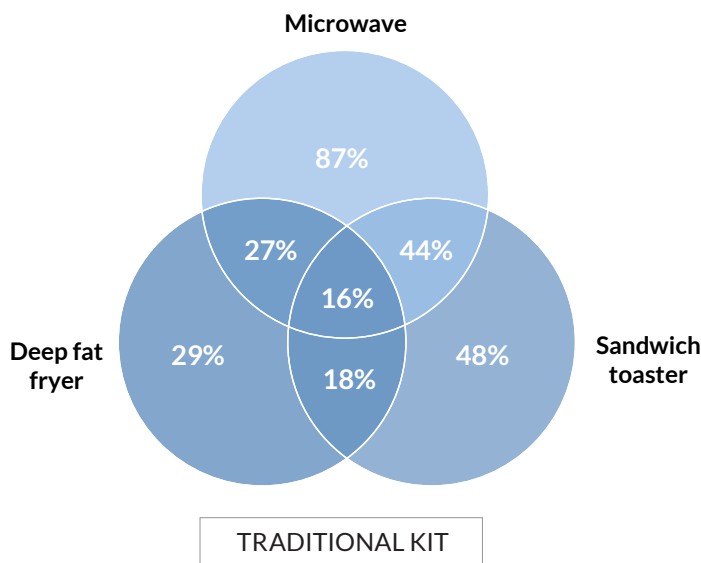
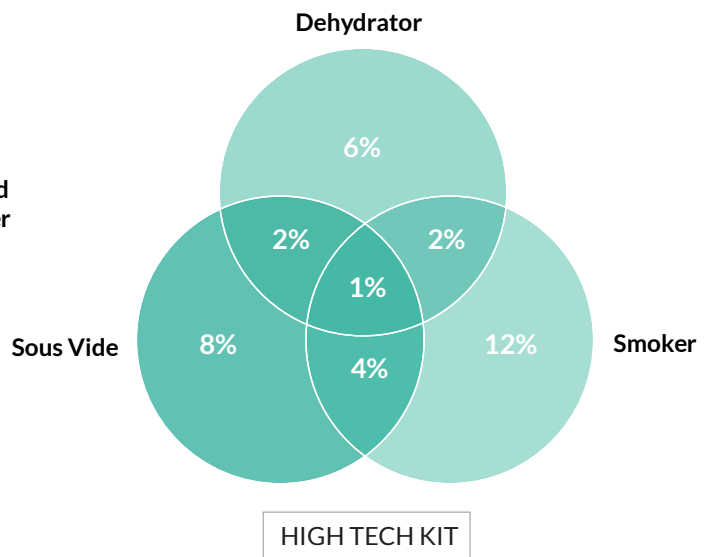
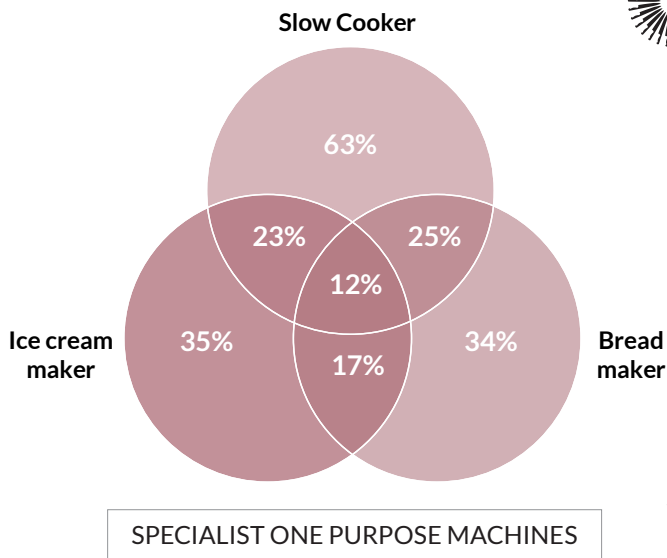
Perhaps surprisingly despite the size, many foodies keep their stand mixers (63%), sous vides (43%) and bread makers (40%) on display. Conversely, hand whisks (85%), ice cream makers (83%) and steamers (75%) are generally hidden away.

Appliance overlap

Certain appliances tend to group together in the kitchens of particular foodies. For example, there is a group of foodies who are into high tech kit, with half of those who own a sous vide also owning a smoker. There is a group who like to use more traditional kit like sandwich makers or deep-fat fryers and over-index on microwave ownership. There is also a group who buy into the idea of specialist pieces of kit designed for one specific function, such as baking bread. This translates into 50% of bread maker owners also owning an ice cream maker (versus an average amongst all foodies of 34%).

Groups

Understanding the combination of appliances that foodies have at home, will help brands target and communicate to the specific audience that is predisposed to their offering.



Other product groupings are more surprising, as certain tools are designed to do the same job. For example, 70% of those who own a stand mixer also own an electric whisk whilst 80% of those who own a food processor also own a stick blender. On the other hand, some groupings conflict completely – for instance, 34% of people who own a deep-fat fryer also own a health grill, whereas slow cooker owners over-index on microwave ownership!

Question: Which appliances do you have at home? (Select all that apply).

Appliances and gender

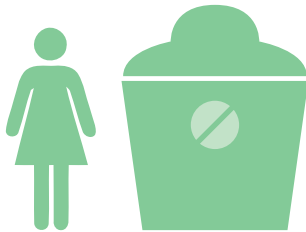
Our survey also showed that certain appliances have a gender bias. For example, male foodies are 200% more likely to own a sous vide than female foodies. This may well be driven by the general messaging and advertising campaigns for these products, which often focus on phrases such as ‘Be a hero in your kitchen’ and ‘Precision cooking technology’. Men are also more likely to own meat thermometers, deep-fat fryers and coffee grinders.

We found that female foodies are more likely to own hand mixers, electric whisks, bread makers and slow cookers, although the gender disparity was not as marked as sous vides and smokers.

Gender biases



Not all appliances appeal to all foodies. Brands need to identify their target audience and know what buttons to press.



	Total	Female	Male	Difference
Hand mixer	73%	75%	67%	12%
Electric whisk	66%	69%	61%	13%
Bread maker	34%	35%	30%	17%
Slow cooker	63%	64%	60%	7%
Stand mixer	53%	54%	50%	8%
Ice cream maker	35%	36%	32%	13%
Microwave	87%	88%	85%	4%
Liquidiser	55%	55%	52%	6%

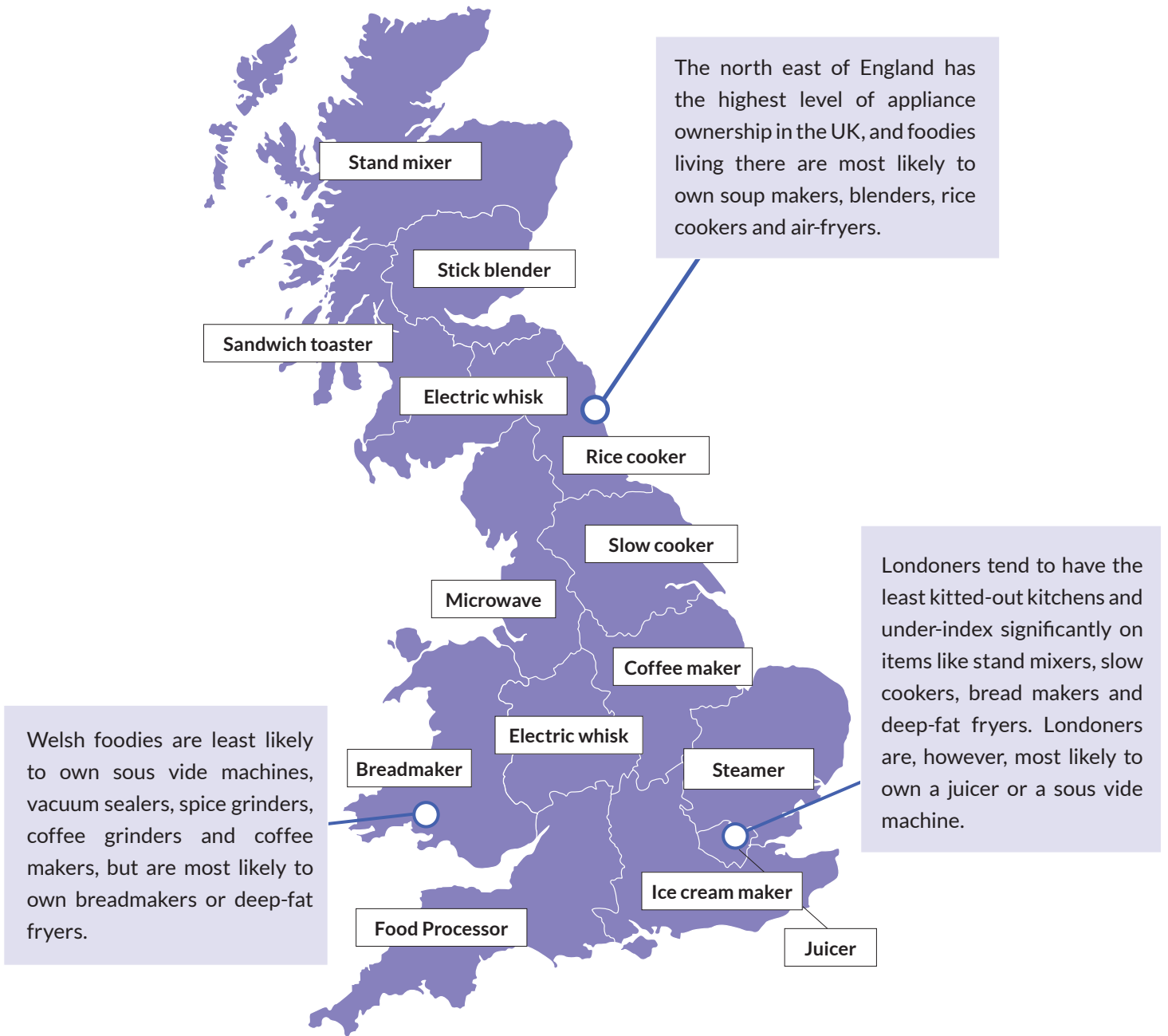
	Total	Female	Male	Difference
Meat thermometer	57%	54%	65%	20%
Sous vide	8%	5%	15%	200%
Deep fat fryer	29%	26%	36%	38%
Coffee grinder	39%	36%	44%	22%
Smoker	12%	9%	17%	89%
Vacuum sealer	13%	11%	19%	73%
Spice grinder	43%	41%	47%	15%
Coffee maker	64%	63%	66%	5%
Steamer	57%	56%	59%	5%

Question: Which appliances do you have at home? (Select all that apply).

Regionality

Appliance map

(The below map shows which appliances over-index in specific regions)



Question: Which appliances do you have at home? (Select all that apply).

Cook's tools

On average, foodies have 12 items in their homes. The top appliances show how much 'from scratch' cooking foodies are doing and how committed they are to excellent results. Pestle and Mortars and a range of baking items top the charts and are in over $\frac{3}{4}$ of foodies homes. It is worthy of note that a number restaurant type items like ring moulds and squeeze bottles are very popular with foodies who are clearly trying to emulate the dishes they eat in restaurants.

Full draws



54%

12 appliances



23%

18 appliances



5%

25 appliances

The Kit list

Item	%
Pestle and Mortar	83%
Balloon whisk	82%
Palette knife	79%
Biscuit cutters	78%
Piping bag	76%
Corer	58%
Ring moulds	50%
Sugar thermometer	48%
Potato ricer	48%
Muslin cloth	47%
Silicone baking mat	46%
Melon baller/parisienne scoop	44%
Regular mandoline	44%
Butcher's string	42%
Cake icing smoother	41%
Kitchen tweezer	37%
Squeeze bottles	36%
Whetstone	34%

Item	%
Spiraliser	34%
Microplane	33%
Mincer	30%
Pizza stone	29%
Ravioli cutter	24%
Marble slab	23%
Sushi rolling mat	22%
Pastry frame	16%
Fish scaler	16%
Pipettes	16%
Mouli	13%
Chinois	11%
Japanese mandoline	11%
Acetate for chocolate	9%
Nitrous oxide cream whipper	6%
Wasabi grater	3%
Sugar blowing kit	2%

Question: Which items do you have at home? (Select all that apply).

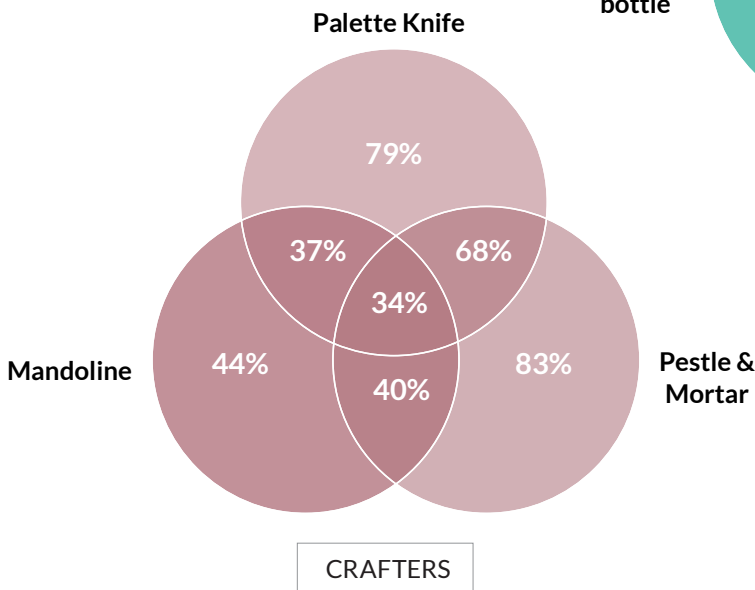
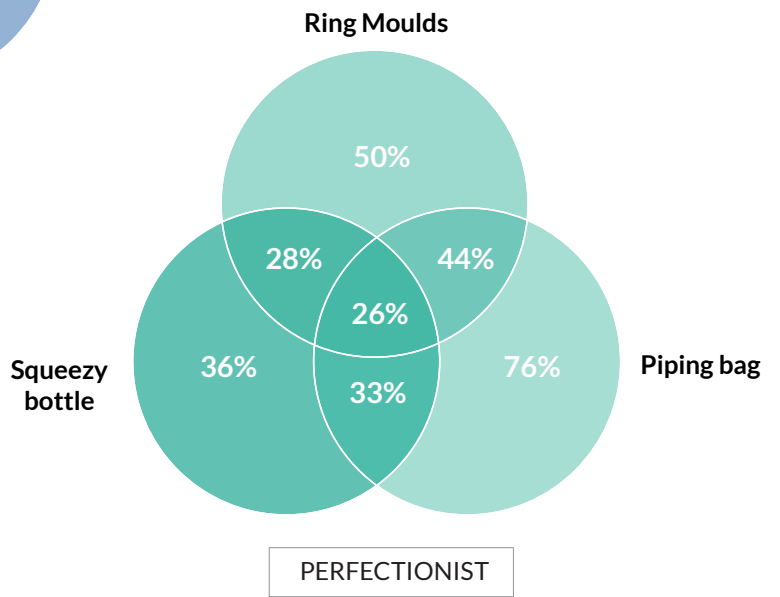
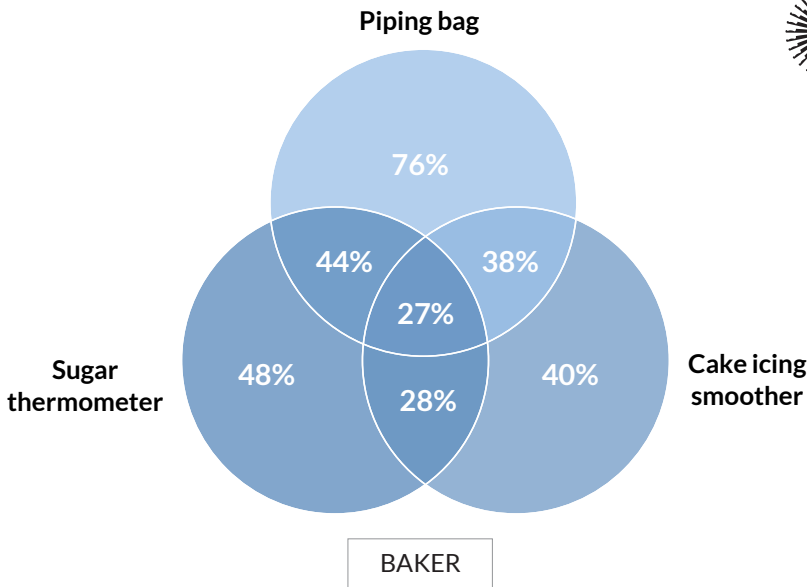
Kit overlap

Clearly, some products correlate well together and help certain groups of foodies excel in particular areas of the culinary arts. These groups of cook's tools tell us a lot about what foodies are cooking and the results they strive for.

Foodie personae



Foodies are not homogeneous - several personas have been identified through this research



Question: Which items do you have at home? (Select all that apply).



Great British Chefs

Great British Chefs, the leading premium food website (www.greatbritishchefs.com / www.greatitalianchefs.com) in the UK, which attracts over 1.5 million monthly visits. Our content is created in partnership with more than 150 of the finest chefs in Britain and Italy, who have 200 Michelin stars between them. We also work with over 70 highly regarded and popular food specialists, writers, bloggers and industry influencers who add to our recipe development and editorial. Great British Chefs showcases incredible showstopper dishes, inspiration for midweek dinners, baking treats, healthy snacks and homely preserves through exclusively commissioned recipes, beautiful produced videos along with thought provoking and inspiring features. In addition to regular visitors to our websites, we have over 1 million followers across our social media channels, which we leverage to amplify our foodie stories.

We develop tailored campaigns in partnership with some of the most interesting food and non-food brands in the UK today to help them access our audience and deliver on their various objectives. Our recipes are designed to inspire our audience. Be that to cook with a partner's ingredients (e.g. Norwegian Fjord Trout), try new techniques (e.g. pickling with Sarson's vinegar) or expand their repertoire with new, on-trend cuisines (e.g. Bento boxes with The Japan Centre). We have worked with drinks brands to help them own specific types of cocktails (e.g. Fever-Tree and gin & tonic), created a library of recipes and video content to inspire people to cook and ultimately buy sous vide equipment and also built a strategic partnership with Barilla to encourage our audience to cook more interesting pasta dishes with quality dried pasta.

Our audience come to us for inspirational recipes, informative features and professional advice on how to tackle specific culinary techniques (e.g. pan-frying sea bass). They are foodies who love to cook and constantly seek out new and exciting ingredients and recipes. They cook everything from chicken, salmon and cod to venison, pheasant and rabbit. Offal doesn't turn them off, instead, they are often picking up liver, kidney and oxtail at their local butcher. Their store cupboards are full of expected ingredients (e.g. olive oil, soy sauce, coconut milk and polenta) along with more exotic or specialist fare (e.g. harissa, ramen noodles and dried seaweed).

Over the last 6 years we have built up a huge wealth of insight into our audience and regularly conduct research to ensure our brand partners are truly engaging with a foodie audience. We provide access to this audience and help brands understand what and how they are cooking and where their opportunity lies.

We believe that beautiful and instructive content has the power to inspire and engage our audience, but this takes careful planning and a deep understanding of what motivates them. Great British Chefs is uniquely placed to help premium brands access Britain's 8 million foodies and grow their business through robust insight, strategically planned and well executed campaigns.

If you would like more information, please get in touch:

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