

HUNTER: 2019 Food News Study



Since 2003, HUNTER, one of the country's leading food and beverage public relations and marketing communications agencies, has commissioned a study annually to identify the top food news stories according to the opinions of Americans. This annual study not only helps to identify which stories are capturing the most attention but also measures their impact and influence on consumers' awareness, attitudes, behaviors and advocacy. The data is reviewed overall and by key demographics, including the age cohorts of Millennials/Gen Zs, Gen Xers and Baby Boomers/Matures.

The HUNTER Food News Study reinforces that Americans are hungry for food news, with nearly half believing that food and nutrition stories are more important than other types of news stories. For the first time this year in the 17-year history of the study, a social media-led story broke through as the most memorable story of the year, with news of the **Fast Food**

Chicken Sandwich Throwdown on Twitter ranking as 2019's No. 1 food news story. What's not new is the presence of fast food in the number one spot. From 2010 to the 2019, nearly half of the top food news stories were related to fast food. Throughout the past decade, food safety, social policy and menu evolutions all made for memorable headlines underscoring the impact fast food establishments have in food and contemporary culture.

For a full list of the Top Food News Stories of 2019 and the decade, and to download detailed study results, visit <https://www.hunterpr.com/our-pov/foodstudy.html>.