



A TASTE OF GENERATION YUM: HOW A GENERATION'S LOVE FOR ORGANIC FARE, CELEBRITY CHEFS AND MICROBREWS WILL MAKE OR BREAK THE FUTURE OF FOOD

Eve Turow '09
Self-published

In addition to her own research, Turow includes interviews with some of the biggest names in food: Michael Pollan, Mark Bittman, Anthony Bourdain.

EXPERIENCING A GRASS-FED BURGER

At a time when employment prospects are down, why do Millennials spend so much money at restaurants? | BY JENN SALCIDO '05

FOOD » It's been a while, but Eve Turow '09 remembers her Valentine ritual: mixing together beans, cheese and tofu at the salad bar, steaming it alongside broccoli and rice in the microwave, and making it work.

"I lost weight every time I went back to school," says no one ever, except Turow, it turns out.

"My interest in food has progressed," she admits, laughing. It's no wonder, maybe; she lives in New York City now, home of the Cronut and the \$99 burger. But the progression goes deeper than taste trends. In her new book, *A Taste of Generation Yum*, Turow explores her generation's obsession with food.

Turow found the muse for her investigation in bits and pieces. One of the biggest came from listening to a friend describe a frozen-yogurt shop tucked into Bloomingdale's. "The flavors changed every day," Turow says, "and she put the number in her phone so she could call every day and see what the flavors were. I remember thinking: *This is a bit absurd.*"

Food was dominating Turow's conversations

with her peers. Talking about who had eaten where, and what, was like a social currency. Her social media feeds lit up with snapshots of culinary conquests. She recalls her father, the writer Scott Turow '70, returning from a meeting at which it seemed everyone's daughter was an aspiring food writer. "That's a bizarre life goal," she says. "He asked me, 'What's up with your generation?' I realized, I actually had no idea what was up with my generation."

Turow—a psychology major at Amherst—began a three-and-a-half-year exploration that turned into *Generation Yum*. The book seeks to understand the value that "yummers" (that is, food-obsessed Millennials) place on a good meal. At a time when employment prospects are down, restaurant spending is up among her generation.

Turow posits that Millennials can find the identity, control and validation in food that they've been denied in traditional avenues (think employment). In the book, she treks out to organic farms in Vermont and follows unemployed San Franciscans to get a \$4 cup of coffee. She describes young adults who value the exquisiteness of experience over the pain of expense, and who seek to connect with other foodies, be it in person over a beverage or on social media over #brunch.

In addition to her own research, Turow includes interviews with some of the biggest names in food, including Michael Pollan, Mark Bittman and Anthony Bourdain. The latter has this to say: "Absolutely the engine of dining, even fine dining now, across the board, is this generation of seemingly food obsessed people who are willing to drive an hour and a half for a sweet taco or save up money—that my generation would have spent on cocaine—to go to Le Bernardin."

Turow also takes time to ponder how the food choices of Millennials might shape food studies and policy in the future. As Pollan says in the book: "We get three votes a day."



COURTESY EVE TUROW

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