

GOURMAND

World Cookbook Awards 2025



title *The Effects of Food Consumption Habits of Generations X, Y and Z on Food Menus*

author *Mehmet Saroglan, Rana Sat*

publisher *Özgür Yayınları*

category *Best Food Science Book in the World*

Congratulations to Mehmet Saroglan and Rana Sat for this exceptional study, which provides valuable insights into how evolving social, cultural, and technological dynamics are reshaping preferences across generations and influencing the design of contemporary food and beverage menus. By analyzing intergenerational trends and their implications for menu development and marketing strategies, the research underscores the growing importance of understanding consumer behavior in a globalizing food landscape. A distinguished contribution to knowledge at the intersection of gastronomy, consumer studies, and hospitality management.

A handwritten signature in black ink, appearing to read "E. Cointreau".

Edouard Cointreau, Chairman of the Awards Committee