

q research: WE LOVE OUR LAMB

AUSTRALIANS AGREE LAMB IS THE MEAT THAT UNITES EVERYONE AROUND THE TABLE

- Nine in ten (91%) Aussies have noticed changes in dinner parties over the last decade
- Over half (56%) of Millennials host or attend dinner parties at least once a month
- Majority of hosts (61%) plan their menu based on guests' dietary requirements
- Nine in ten (91%) Aussies rate Lamb as the perfect dinner party meal

New research has uncovered the evolution of the Australian dinner party, reporting changes in the way we host dinner parties over the last 10 years, with these being more casual, having to cater for a range of dietary requirements and the topics of conversation more edgy than in the past.

Today's dinner party is less formal (51%), with the preparation of food likely to be a shared effort (32%) and more culturally diverse recipes being served (32%), reflecting the face of modern-day Australia.

Hosts have to cater for a variety of dietary requirements (61%), including gluten intolerance (25%) and dairy intolerance (22%), so are seeking meals that unite everyone around the table, no matter who they are, where they come from or what they eat.

It's no surprise then that Lamb is a popular choice, with nine in ten (91%) Australians agreeing it is the perfect dinner party meal. Almost half (49%) consider it easy to cook and 43 per cent applaud its versatility, allowing them to serve up dinnertime favourites, including Italian (50%), Chinese (31%) and Thai (25%).

At home dinner parties – be it a casual soiree or formal meal – are more popular than ever, with almost nine in ten Australians (88%) catching up with friends and families over a meal at home. Leading the pack are Millennials with 56 per cent hosting or attending a dinner party at least once a month, in comparison to 41 per cent of Gen X and 24 per cent of Baby Boomers.

When it comes to millennial dinner parties, the conversation is as colourful as the menu. Hottest topics for discussion are gossip (54%), travel (49%), careers (47%) and relationships and sex (39%). In comparison, Gen X-ers are discussing their children (60%), whilst Baby Boomers are talking travel (64%) and continue to steer clear of religion (5%).

Additional findings from the research by We Love Our Lamb include:

Aussies favour a Lamb menu:

- The most popular ways to prepare Lamb – the meat more people can eat – are roasting (63%), slow cooking (38%) and barbecuing (32%)
- Roasting is especially popular with Baby Boomers (74%) while Millennials are more likely to be experimental and try smoking, stir frying or using minced Lamb

Since Lamb is such a uniting force and a top choice for dinner parties nation-wide, Australian Lamb is calling on all Aussies to come together over Lamb this spring – no matter their background, religious beliefs or dietary requirements.

For juicy cooking inspiration for a modern day dinner party, head to www.WeLoveOurLamb.com.au

