

## [Aramark UK Unveils New Whitepaper on the Future of Military Catering](#)

4 months ago



[Aramark UK](#) has released Feeding the Future Forces, a new whitepaper examining how the priorities of Generation Z are influencing the future of foodservice across the UK Armed Forces.

Drawing on insight from over 200 military personnel, primarily aged 18–24, the report explores how younger service members are reshaping expectations around institutional catering. With Gen Z now accounting for more than a quarter of UK Armed Forces personnel, the findings point to a clear shift towards sustainability, health, ethical sourcing and digitally enabled convenience.

Respondents expressed growing demand for high-protein and plant-forward meals, transparent nutritional labelling, and tech-driven solutions such as app-based ordering and personalised recommendations.

However, the research also highlights a key challenge for defence caterers: while 78% of respondents say sustainability matters in their food choices, only 37% are willing to pay more for ethically sourced meals. This disconnect signals a need for commercially viable models that deliver on ESG commitments without increasing costs for end users.

The research also reveals a key challenge for defence caterers: although 78% of respondents consider sustainability important in their food choices, only 37% are willing to pay more for ethically sourced meals. This signals a need for innovative, cost-effective approaches that deliver on ESG commitments without adding financial pressure.

The whitepaper sets out a series of practical recommendations for defence leaders, contract caterers and ESG specialists, including:

- Embedding ESG criteria into future catering contracts
- Modernising menus with globally inspired health-led choices
- Using digital platforms such as Instagram and TikTok to engage younger personnel
- Piloting incentives that encourage sustainable choices without increasing costs

David Fradgely, Head of Marketing at Aramark UK, said: “This research gives us a clearer view of how the next generation of service personnel think about food and what they expect from their dining experience. What’s striking is that it goes beyond nutrition and convenience; values, identity and relevance are coming to the forefront. Gen Z are looking for food that reflects who they are and what they stand for, whether that’s sustainability, wellness or digital ease. As caterers, we have a responsibility to meet those expectations in ways that are both operationally viable and commercially sound. This whitepaper is part of our ongoing commitment to understanding the landscape, anticipating change, and helping shape the future of defence foodservice.”

Aramark UK is a strategic partner to the Ministry of Defence, delivering over 50 food, beverage and retail service provisions across its estate. Download the full report to find out more: <https://bit.ly/4i9IHug>