

Industry News - AM Real men eat meat, or at least think they should By [Dani Friedland](#) on 8/2/2010

Men are more likely than women to choose foods they think their gender should eat, according to new research from Northwestern University's Kellogg School of Management.

In the study, men and women were asked to choose between masculine and feminine foods. (The foods were categorized in separate experiments.)

Red meat is typically considered a masculine food, study co-author and Kellogg Assistant Professor of Marketing David Gal told **Meatingplace**, while poultry and fish are considered more feminine. For instance, both men and women considered a grilled blackened porterhouse steak very masculine. Preparation methods were also important. For instance, roasted chicken was perceived as a masculine food, while lemongrass chicken was viewed as a feminine dish.

"It's pretty pervasive," Gal said. "Any kind of food you can think of, both men and women perceive the food as either more masculine or more feminine, depending on all sort of characteristics of the food."

When men were given more time to choose, they were more likely to choose the masculine item—for instance, an "ultimate burger" instead of a "sunny California" burger.

One thing that reduced the odds that a man would go for a masculine food? Getting him to talk about hanging out with his male friends. After that, men were still more likely than women to choose a masculine item, but to a lesser degree.

"We interpreted it as they no longer had the need to affirm their masculine identity through their food choice as much," Gal told **Meatingplace**.

Why red meat is considered a masculine food was outside the scope of the study, but Gal said young boys might see th