



The Changing Food Consumer

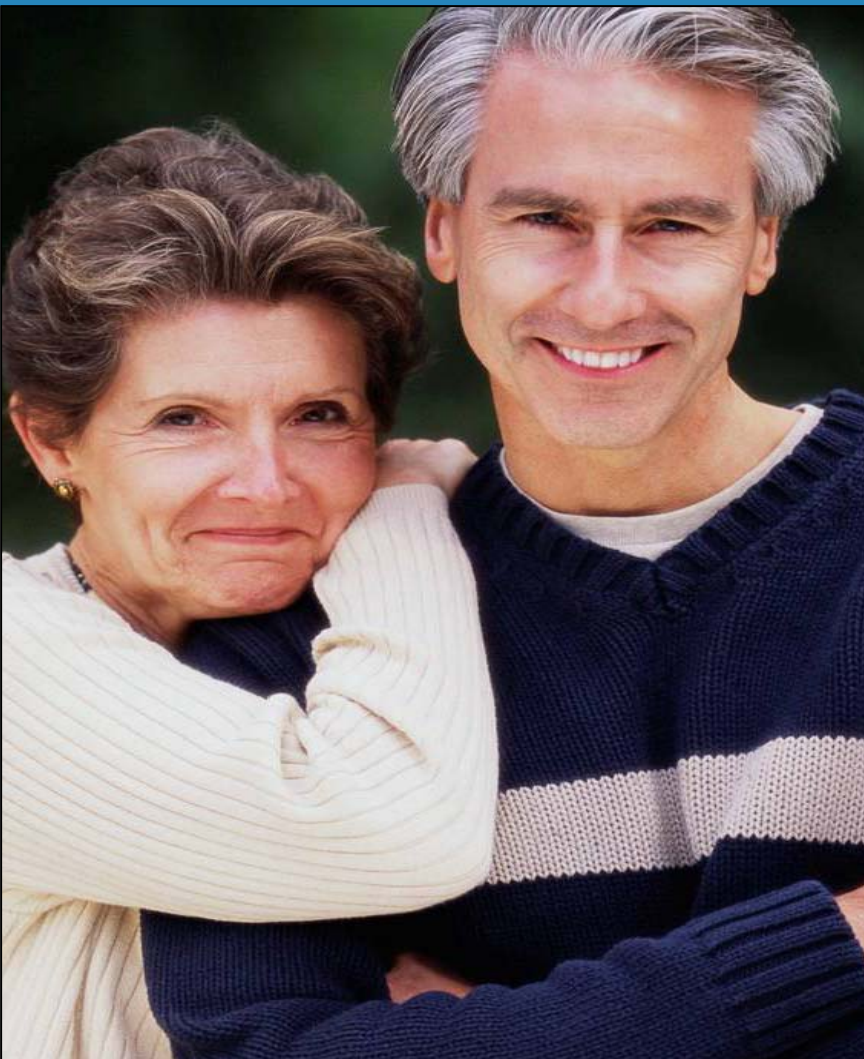
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Food & Beverage trends that will impact the future



- Last 3-years (2006-2008) marks a new era - first Boomers turn 60!
 - Aging differently than prior generations, this group is large and influential
 - Their drive for health & wellness will set the course for foods
 - 55+ are driving the growth of eating meals away from home and the movement of the main meal of the day to lunch

Food & Beverage trends that will impact the future



- Struggle to balance taste, convenience and nutrition
 - Nutrition tipping the balance in its favour
 - Healthy eating is broadly defined and most easily attained in the morning
 - Variety in nutritious snacks is a long unmet need; multi-use products offer big opportunity

Food & Beverage trends that will impact the future



- Meals are moving back home as consumers are spending more time to make less
 - 400+ million meals have returned to in-home preparation since 2006
 - One-dish meals prepared in 30 minutes or less is the current sweet spot
 - Meal suggestions, recipes, pre-cut/seasoned/prepared foods are on target

Food & Beverage trends that will impact the future



- Planning meals are a way to manage what we eat
 - We plan more than ever for meals and snack foods
 - Weekday dinners are increasingly planned a week at time and we use the foods we have on hand
 - Insure that your products are part of the consumers' meal plan and before they shop and remind them in-store

- Boomers and seniors are changing the market
 - Understand their definition of: health, nutrition, convenience
- Nutrition has tipped the scale in its favor
 - Offer products that align with the multiple definitions of health
- The exodus of meals out of home has stopped; consumers are prepared to make one thing
 - Target 30 minutes or less to table and easy prep
- Planning allows us to better manage our lives
 - Communicate with the consumer before they shop

The NPD Group

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