



SHOPPER PANEL SPOTLIGHT

What's really in consumers' mind in their quest for clean label? To help you understand the motivations and opinions behind purchase behavior, FONA put together a shopper panel. The group spans the spectrum from Clean Savvy to Clean Avider (visit www.fona.com/clean for details about our clean consumer personas). The group gets regular assignments, and we share our learnings with you!



This week, our shopper panel takes on... **SWEETENERS**

SITUATION

Our panel was given this listing of sweeteners commonly found in packaged grocery items and asked to identify those that they recognized as "artificial".

- Sucrose
- Erythritol
- Xylitol
- Sugar
- Neotame
- Fruit Concentrates
- Honey
- Sorbitol
- Black strap Molasses
- Date Syrup
- Maple Syrup
- Agave Syrup or Nectar
- Sucanat
- Stevia
- Acesulfame K | Ace K
- Saccharin
- Aspartame
- Monk Fruit (Lo Han Guo)
- Brown Rice Syrup
- Sucralose
- Coconut Sugar

KEY FINDINGS

100%	75%	15-20%	85%	25%
Aspartame + Saccharine	Sucralose + Neotame + Acesulfame K Ace K	Maple + Brown Rice + Honey Date & Agave Syrups + Molasses	Monk Fruit	Stevia
Panel members who identified these sweeteners as being <i>artificial</i> .	Panel members who identified these sweeteners as being <i>artificial</i> .	Panel members who identified these pantry staples as being <i>artificial</i> .	Panel members who identified this sweeteners as being <i>natural</i> .	Panel members who identified this sweeteners as being <i>natural</i> .

The majority of the panel was able to identify all the artificial sweeteners within the list | Consumers are divided in their understanding of stevia and monk fruit as natural sweeteners



View food as nourishment and carefully consider the food they eat and feed their family.



Choose to eat healthy most days but like to indulge time to time.

SWEETENERS THEY *Avoid?*

Saccharin + aspartame + sucralose



Aspire to eat healthy but sometimes fall back into their own way of eating.



Food is pleasure. They're aware they could eat healthier, but they're not overly concerned.

(continues on reverse...)

SWEETENERS continued



ANNE E.

“Seeing added in my salsa and pasta sauces.”



SARA B.

“Natural & Organic Almond Butter having added sugar.”



MARK F.

“Five sweeteners in Organic Blueberry Waffles and only one in a Hershey Bar?”



SARAH P.

“The one that made me cringe was a granola bar with three kinds of sugar in them. [Another] item that surprised me was mayo.”

ANY SURPRISES?

Shopping Cart Check

- ✓ Not one artificial sweetener in any of the products purchased by our shoppers
- ✓ At least when it comes to sweeteners, our shopper panel aligned closely with their self-identified “clean personas.”

THE TAKEAWAYS



1 Artificial sweeteners and added sugar are the “big baddies” of the moment.

No matter where they fit on the clean spectrum, shoppers have their radar honed in on both added sugar and artificial “sounding” ingredients.

2 Taste is the #1 motivator for food and beverage purchase.

At the same time, all research points to the fact that taste is the #1 motivator for food and beverage purchase. **Taste matters.**

All this might leave you with a bit of a challenge. We get it, and we can help.

Maybe you’re dealing with the taste challenges of monk fruit, going organic or simply reducing sugar content. FONA’s subject matter experts can help you keep that signature taste, while keeping the label claims your consumers demand. Clean Label spans the spectrum.

Where does your product fit in?

Let’s talk. Visit us at:

www.fona.com/chat
or call 630-578-8600



CURIOUS ABOUT SOMETHING SPECIFIC?

Our panel can help inform YOUR decisions. Let us know what you’d like us to find out from our shopper panel.

Email LDemme@fona.com and let’s dive in!