



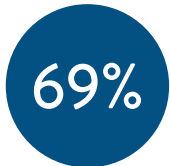
SHOPPER PANEL SPOTLIGHT

What's really in consumers' minds in their quest for food and beverage? To help you understand the motivations and opinions behind purchase behavior, we created a panel of shoppers. The group spans the spectrum of shoppers with great insight into how they are filling their pantries and the products they consume. The group has regular check-ins, and we share our learnings with you!



KEY FINDINGS

Each food story provides a connection to memories and makes the majority of the panelists feel happy. The food stories have a direct connection to family members and is extremely influential in how they think about food. The panelists are split evenly between sweet and savory food stories with examples of state fair funnel cakes to "grill master" Grandpas.



of the panelist's food stories include a family member



say their food story makes them feel HAPPY



say their food story has been EXTREMELY INFLUENTIAL in how they think about food



50% have a sweet flavor food story and 50% have a savory one!

This week, our shopper panel takes on...

FOOD STORIES

& MEMORIES

In this interaction we asked our panelists to share their favorite food story. Most consumers have a favorite food story or recipe that they love to share and bring to summer BBQs, family gatherings or even eat alone. How does each food story make them feel? What flavors connect to your food story?

Happy & Comforted

We asked our panelists how their food stories make them feel. Of the 5 feelings provided as a choice (happy, excited, comforted, sad, & anxious) **62%** said **HAPPY** and **38%** said **COMFORTED**. None of the other feelings were selected.

"Happy – I feel like all my happy memories revolve around food." – Zack S.

"Comforted by the old favorites. Comforted because we really did have so many good times." – Christine B.

Flavor Connection

Our panelists have an equal connection to sweet and savory food stories. Here are some of their specific examples.

"Sherbet ice cream. I literally don't think I've ever eaten sherbet ice cream aside from at Rainbow Cone with my dad!" – Zack S.

"I am a fan of savory flavors. I'm not sure what the special ingredient in this Alfredo is that makes it different than other recipes (perhaps a dash of wine?)." – Justin P.

"Just traditional turkey gravy, a friend said it's like 'liquid skin.'" – Howard S.

"Chocolate. I also love potato chips and a glass of milk with the brownie treat." – Robin S.

"I'll never forget seeing my granddad at the grill with a light beer in hand, loving life and thankful for time with family. I will never forget grilling out in the summer at my grandparents' house. My granddad was the 'grill master' The food always tasted 10,000% better than when we were at home. It was the epitome of summer." -Katie D.

"I was 12 years old; it was the dog days of summer. I was at the Pennsylvania State Fair with my grandmother and grandfather. I loved this fair because of one thing (of many) but mainly due to one thing: the Amish funnel cakes. These aren't just any Amish funnel cakes – but they're funnel cakes made with ... the absolute best ingredients in the world. Summertime funnel cakes we'd call them – and they were pure bliss." -Ann F.

"At about age 7, I broke through my (bad) habit and stopped.. I was proud of it, and so was my dad. He wanted to reward me for this achievement, so he took me to the corner diner a block away. We sat there. And we ordered. Glass of chocolate milk and a powdered sugar doughnut. The cold chocolate flavored milk + the sweet sugary baked good ...These were pretty much the greatest treats a young boy could know in that day!" -Mark F.

INFLUENTIAL STORIES

We asked our panelist how influential their food story has been for them and how they think about food and most panelists replied, "extremely influential."

"Just in general, my dad's entire life revolved around food, so basically all of my food memories revolve around him!" – Zack S

"I love fun and happy experiences around food – I absolutely hate rush eating. I don't mind waiting for good food – and this all rings true for me today! I love dessert!" – Ann F

"I love baking and seeing the joy it brings to others gives me the confidence to continue to bake and try new recipes. I absolutely love it! And I love hearing honest reviews from family and friends on my baking so I can grow into a better home baker." – Erica N

"Food has been a source of some comfort (healthy) but it has also been an intense source of safety for me. Food = safety. When I feel sad, angry, confused, frustrated, happy, etc. ... food of my choosing has often been the one thing I could count on as a constant in my life. – Mark F

THE TAKEAWAYS

1

The Family Jewels.

Family is a key element in the food stories and an easy connection to memories and feel-good flavors. Whether it's your sister's cheesy lasagna or Grandma's apple pie, consumers connect family members and specific meals to happy memories around the table and those recipes are often a family's most prized possession.

2

Areas of Influence.

Food stories have a great impact on consumers and how they think about food. They are extremely influential in how consumers make decisions about the foods and beverages they consume. This has a direct connection to purchasing decisions and willingness to try new and unique flavors and ingredients.

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

Maybe you're working on an indulgent product, but not sure what flavor profiles consumer are looking for. Maybe you're looking to find a balance between sweet and savory and could use some advice. FONA's subject matter experts can help you keep that signature taste AND the label claims your consumers demand. Where does your product fit in? Let's talk. 630-578-8600

WANT US TO ASK 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 poscarson@fona.com and let's dive in!