



GAIN consumer insights

RECOGNIZE menu trends

IDENTIFY opportunities

ASSESS ingredients

EXAMINE pricing strategies

REFINE marketing

Now includes
COMPARATIVE
three-year
findings

Snacking Occasion Consumer Trend Report

Attitude and Usage Study

HELPING FOODSERVICE EXECUTIVES STAY SMART ABOUT SNACKING

TECHNOMIC INFORMATION SERVICES

Food industry information you can count on.

Introducing the *Snacking Occasion Consumer Trend Report*

A must-have resource identifying trends and opportunities in foodservice.

CAPITALIZE ON SNACKING OCCASIONS BY TAPPING INTO THE 55% OF CONSUMERS WHO SNACK AT LEAST ONCE EVERY DAY...

- ▶ **Discover the dynamics of consumer snacking occasions:** Understand shifts associated with when, where and how consumers snack. For instance, 21% say they are now snacking more frequently than they were two years ago and 77% usually snack while watching television.
- ▶ **Examine consumer purchasing decisions and attitudes:** Delve into what motivates consumers to snack, which factors are most important to them when choosing a snack and how satisfied consumers are with snacks available to them at restaurants and retail locations.
- ▶ **Identify snack preferences to support menu and product development:** Learn what types of food and beverages consumers snack on most frequently and how their consumption differs by daypart and location.
- ▶ **Size up the competition:** A comprehensive Competitive Analysis section reveals consumer snacking patronage and preferences for more than 30 leading limited-service chains.

COMPREHENSIVE COVERAGE

- ▶ **The latest consumer research:** An exclusive Technomic survey of 1,500 U.S. consumers showcases snack preferences, attitudes and purchasing behavior. Data collected for 750 Canadian consumers is also available.
- ▶ **Comparative three-year survey findings:** Comparison data from Technomic's *2007 Snacking Category Report* reveals changes in snack preferences and purchasing behavior.
- ▶ **In-depth coverage and analysis of restaurant menus:** Recognize menu trends at Top 250 chains, emerging chains and leading independents through a review of Technomic Information Services' MenuMonitor. This comprehensive and continually updated online database houses menu information for over 1,000 restaurant chains throughout the United States, Canada and the U.K.
- ▶ **Trends, key findings and actionable opportunities:** Gain additional **expert insight** into the future of snack offerings and better position your brand and your products for success in this increasingly competitive foodservice environment.

EXPANDED DELIVERABLES

- ▶ Comprehensive **executive summary** including insights, implications and areas of opportunity for operators and manufacturers.
- ▶ Easy to navigate electronic **consumer data tables** including all consumer interviews tabulated by cluster segments that include: gender, age, ethnicity, region and household income.
- ▶ Detailed profiles of **20 innovative and emerging snack concepts** as well as **demographic profiles** for consumers who purchase snacks at more than 30 leading limited-service chains.
- ▶ Report is featured on **Technomic Access**, our exclusive interactive tool allowing subscribers to conduct customized searches, download specific insights and graphics and create tailored presentations directly from the *Snacking Occasion Consumer Trend Report*.
- ▶ An in-depth **PowerPoint Presentation** containing all report exhibits and corresponding key findings, is also available.

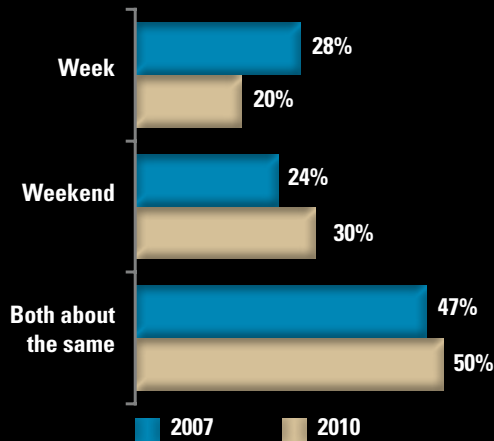


To obtain your copy of *Snacking Occasion Consumer Trend Report*, or for additional information, please contact Patrick Noone at (312) 506-3852.

Learn what more than 1,500 consumers are saying about snacking occasions...

WOULD YOU SAY YOU SNACK MORE DURING THE WEEK OR THE WEEKEND?

By year

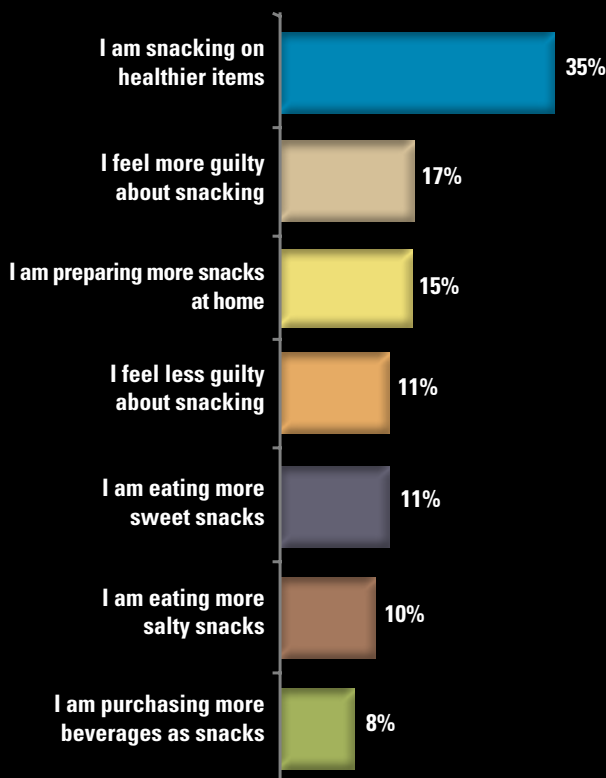


Base: 1,503 (2007) and 1,501 (2010) consumers aged 18+

- ▶ **Analysis:** Many consumers surveyed in both 2007 (47%) and in 2010 (50%) said that they snack about the same amount during the week and on the weekend. Consumers snack between meals as part of their daily lifestyle.
- ▶ **Analysis:** Today's consumers seem to be trading some weekday snacking occasions in favor of more frequent snacks on the weekend. In 2007, 28% of consumers said that they snack more frequently during the week compared to just one-fifth (20%) of those polled in 2010. Because many of these weekday snacking occasions likely take place at work, this indicates that fewer consumers may be snacking on the job.
- ▶ **Analysis:** At the same time, more of today's consumers (30%, compared to 24% in 2007) report that they snack more frequently on the weekend. This could be a reflection of more of today's consumers considering snacks to be part of social occasions, particularly for snacks purchased from foodservice locations or prepared at home to eat while spending time with friends and family.

IN WHICH WAYS HAS YOUR SNACKING BEHAVIOR CHANGED IN THE LAST TWO YEARS?

Select all that apply



Base: 1,501 consumers aged 18+

- ▶ **Analysis:** More than one-third of consumers surveyed (35%) say they are choosing healthier snack items today than they were two years ago. An additional 17% of those polled said that they feel more guilty about snacking than they used to, which is likely related to eating snacks that are not healthy.
- ▶ **Analysis:** Operators may want to consider offering more better-for-you snacks such as fruit, salad and smoothies that are positioned as nutritious options or are low in fat or calories. A wider variety of healthy options offered at restaurants and other foodservice locations may also help boost snack purchases among the 15% of consumers who say that they are preparing more snacks at home than they used to.
- ▶ **Analysis:** Restaurant and retail operators may also want to consider positioning snacking occasions to be part of a healthy diet. Eleven percent of consumers said that they feel less guilty about snacking now than they used to. Many consumers likely view snacks as being part of a balanced diet with the notion that eating snacks can help them meet their nutritional needs and consume less during meal times.

EMERGING & INNOVATIVE SNACK CONCEPTS PROFILED

In alpha order

Beard Papas

B.good

Blendz

Buck's County Coffee Company

The Cereal Bowl

Crumbs Bake Shop

Dylan's Candy Bar

Europa Café

Genki Sushi

Java Detour

Jeni's Ice Cream

Kogi

Menchie's Frozen Yogurt

MMMPanadas

Mountain Mudd Espresso

Protein Planet

Red Mango

The Pump Energy Food

Treats Truck

Yank Sing 2 Go

Additional Reports Available

With **1,000–2,000 survey respondents per study**, our Consumer Trend Reports provide in-depth data and analysis on consumer attitudes toward, and usage of, foodservice products, amenities and brands. Menu analysis and pricing information highlight industry trends and help facilitate benchmarking initiatives, while detailed company profiles and menus offer a thorough overview of dozens of leading chains. At a fraction of the cost of conducting this research on a proprietary basis, our comprehensive Consumer Trend Reports offer valuable insights and recommendations. Study titles include:

Foodservice Categories

- **Adult Beverage**
- **Appetizer**
- **Bakery Café**
- **Beef & Pork**
- **Beverage**
- **Burger**
- **Dessert**
- **Pizza**
- **Poultry**
- **Salad**
- **Sandwich**
- **Soup**

Note: several Canadian Consumer Trend Report study titles are also available. Call to inquire.

Dining Occasions

- **Breakfast**
- **Dinner: Routine, Late Night & Special Occasion**
- **Family Dining: The Next Generation**
- **Retailer Meal Solutions**
- **Snacking**
- **Takeout**

Market Trends

- **College & University**
- **Flavor: Sauces, Dips and Condiments**
- **Future of Fried Foods**
- **Generational Shifts Series**
 - Millennial, Generation-X and Baby Boomer reports can also be purchased individually.
- **Healthy-by-Design Foods**
- **The Hispanic Consumer**
- **Hotel F&B: On-Premise, Catering and Room Service**
- **Kids & Moms**
- **Pricing Strategies**
- **Status and Future of Fast Foods**

For ordering information, please contact Patrick Noone at 312-506-3852 or pnoone@technomic.com.

About Technomic Information Services

Technomic Information Services has been tracking the foodservice industry for over 40 years, providing industry intelligence, forecasts, data and training support to manufacturers, operators and distributors and others allied to the field. Our numerous publications and digital products—featuring quick-read newsletters, analytical annual reports, training handbooks, sales guides and restaurant chain profiles—help industry leaders keep a finger on the pulse of the entire foodservice terrain. Technomic Information Services delivers distinctive, premium content to its customers.

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