



# 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, FONA put together a panel of shoppers. The group spans the spectrum from Clean Savvy to Clean Avoider (visit [www.fona.com/clean](http://www.fona.com/clean) for details about the personas.) The group gets regular check-ins, and we share our learnings with you!



## KEY FINDINGS

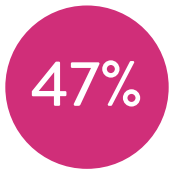
Memories of days past best describes nostalgia for our panelists with food and beverage playing a big role. Connected to our senses, with memories of Grandma cooking in the kitchen and happiness as the top emotion, the feeling is interconnected through taste, aroma, people and places. And it's not just food related—riding bikes as a kid is noted as the top non-food beverage nostalgic memory.



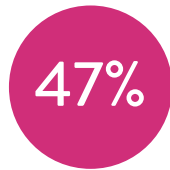
say "memories of days past" best describes nostalgia for them



say "happy" is the top emotion felt as a result of nostalgia



say "cookies" are the food item that best describes nostalgia for them



say "riding bikes" as a kid is the top non-food/beverage thing that is nostalgic

This week, our shopper panel takes on...

# NOSTALGIA

## IN FOOD & BEVERAGE

In this interaction we wanted to know how our panelists define nostalgia. What does that word mean to them? Are there particular foods or drinks they think of when they get nostalgic? Are there other items that come to mind? Are certain flavors nostalgic? Can they describe how nostalgia makes them feel?

## WHAT IS NOSTALGIA?

"Something that reminds me of my past. It could be a scent, taste, song, statement or way of doing something that makes me think of the past." – Carrie T.

"Nostalgia to me means memories of another era. It means fond memories of tastes, smells, places, people and good memories." – Ann F.

"Nostalgia is a feeling that transports you back in time to a place, an item, or memory that brings joy and happiness. Usually surrounds around childhood." – Sara B.

## Nostalgic Flavors

We asked our panelist what flavors come to mind when they hear the word "nostalgia." Here is what they said...



CHERRY



CARBONATED  
SOFT DRINKS

### SARAH P.

"Red licorice – it reminds me of fun camping with my best friend and family. It makes me feel young and carefree. Butterscotch. Cherry – makes me think of Luden's Cherry cough drops. Makes me feel cared for and comforted. Buttery, specifically on warm, fresh from the oven bread. Makes me feel indulgent."



## JUSTIN P.

"Home-cooked meals that you'd smell for hours while they were being prepped, baked goods you helped stir, mix and decorate ... coffee, which we always had to make BEFORE waking my Mom up to start the day."



## ROBIN S.

"Homemade cookies. Fresh-baked Swedish Rye bread and cardamom coffee cake, Pepsi at home, Coca-Cola at grandparents. Meat and potatoes. Peanut butter and grape jelly. Snickers bars."



## SARAH P.

"Hot cocoa, toasted marshmallows. Banquet fried chicken—on nights we had a sitter and my parents went out ... they went out a lot! PB&J, fresh baked bread—Dad made it Saturdays, kolachke cookies w/apricot filling, homemade birthday cakes."



## PAT M.

"Kool-Aid, Pepsi, ginger ale, Orange Crush. Turkey, stuffing, green bean casserole. Chipped beef. Sloppy joes. Bologna and cheese sandwiches with sweet pickles. Peanut butter and jelly sandwiches (I still like them). Always grape jelly."

## NOSTALGIA & BEYOND

Top Non-Food & Beverage Nostalgic Items



RIDING BIKES



CHILDHOOD TOYS



MUSIC

## THE TAKEAWAYS

# 1

### Driven by Emotion.

Our panelists correlate nostalgia with emotion and how it makes them feel. Emotions also play a role in brand loyalty—tug at the heart strings of your consumers with feel good flavors and connect to their memories of days past through classic flavor profiles such as cherry, butterscotch with a twist and even traditional cookie flavors.

# 2

### Next Gen Nostalgia.

Some of our panelists mentioned that while products that are nostalgic make them happy, they are hesitant to consume them now since they are often unhealthy and full of fat and sugar. Consider what today's consumers will categorize as nostalgic years from now and how do we ensure they are viewed in a positive and healthy light.

**All this might leave you with a bit of a challenge.**

**We get it, and we can help.**

Maybe you're working on developing a new product or adding line extensions to an existing product line, but not sure what flavor profiles consumers are looking for. Maybe you're looking to find a balance between classic flavor profiles and more up & coming alternatives and could use some advice. FONA's subject matter experts can help you keep that signature taste AND the label claims your consumers demand. Clean label spans the spectrum. Where does your product fit in? Let's talk. Contact us

**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](mailto:POscarson@fona.com) and let's dive in!