



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 for details about the personas.) The group gets regular check-ins, and we share our learnings with you!

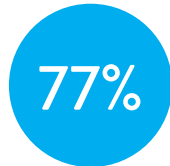


KEY FINDINGS

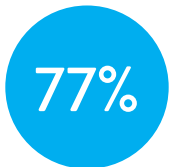
Sugar consumption has been a hot topic with consumers for some time. Our panelists rate taste more important than the grams of sugar per serving for a food or beverage product. The majority of our panelists are consuming less or the same amount of sugar as one year ago with the use of natural sweeteners top on their list. Living a healthier lifestyle is the primary reason our panelists are looking to reduce their sugar consumption overall.



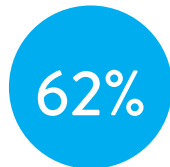
say they mostly use natural sweeteners to sweeten their foods.



say taste is more important than grams of sugar per serving in food & beverages.



say they are less concerned about the amount of sugar they consume each day.



are reducing the amount of sugar in their diets to have a healthier lifestyle.

This month, our shopper panel takes on...

SUGAR

CONSUMPTION

Our panelists were asked about their attitudes and motivations for sugar reduction and their sugar and sweetener consumption. We asked if they were taking a closer look at products they regularly consumed to see how much sugar they are consuming.

WHAT'S MORE IMPORTANT?

We asked our shopper panel, what product attributes (grams of sugar per serving, price or taste) are more important when purchasing food & beverage products?

"Taste is most important. It isn't a value if you don't enjoy it or throw it out." – Christine B.

"Taste, taste, taste!" – Rhonda O.

Although I would say the amount of grams vs. not buying the product at all would be most important." – Deana O.

"It's not the BIG BAD WOLF."

Is what Ann F. said after tracking the grams of sugar she consumed for a 3-day weekend. Below is her log and comments about her week.

- "Interestingly enough I haven't eaten a ton over the past few days."
- Day 1 included items such as: Cinnamon Cereal with 22 g of sugar, banana bread, sushi and celery juice
- Day 2 included items such as: banana bread, salad dressing, cinnamon cereal
- Day 3 included items such as: celery juice, focaccia bread, tuna sandwich, fruit
- Interesting how celery juice and almost everything has sugar in it. No, it is not the BIG BAD WOLF. Mine was a bit lower too! I had a busy few days, so I didn't eat as much as I normally do."

DAY	GRAMS OF SUGAR
FRIDAY	66 g
SATURDAY	68 g
SUNDAY	101 g
TOTAL	235 g



SARAH P.

"I always check labels. I try to avoid aspartame and saccharine so when something is low sugar I often don't trust how. Organic is more important to me, but I expect organic things to have less man made sugars anyways."



CHRISTINE B.

"For me, I've learned low/no sugar means something else takes the place so I still think this product has the taste I am seeking. I do like 'no-sugar added' labels."



MARK F.

"The claims are somewhat important, though I will look at a product's official ingredient list for a hopefully reliable indicator of actual sugar content. I would say that low/no sugar is comparable in importance to me as 'organic' and 'non-GMO.'"



JUSTIN P.

For me, low and no sugar claims are moderately important. For now, low and no sugar claims are easily verifiable – just look at the nutritional facts.

ELIMINATION GAME

Top Items Panelists are Eliminating from Their Diets to Reduce Overall Sugar Intake



BREAKFAST CEREAL



CANDY



CARBONATED SOFT DRINKS

THE TAKEAWAYS

1

Taste Reigns Supreme.

Most of our panelists stated that taste is more important than the amount of sugar in a food or beverage product. No matter the product category, it always comes back to taste. Keep that in mind when formulating new products with lower sugar levels and how to keep taste as a priority.

2

Seeking a Healthier Lifestyle.

The primary reason our panelists are looking to reduce their overall sugar-intake, is to live a healthier lifestyle. While cutting our sweets is no easy task, but a great place to start when trying to eat healthier.

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

Maybe you're working to reduce the sugar, but keep the same great taste. Maybe your product currently has artificial sweetener and you want to reformulate to natural alternatives. Maybe you're facing taste challenges 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 at: www.fona.com/chat or call 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!