



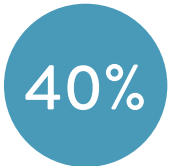
SHOPPER PANEL SPOTLIGHT

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 of shoppers with great insight into how they are filling their pantries and the products they consume. The group gets regular check-ins, and we share our learnings with you!



KEY FINDINGS

For our panelists, stress is no stranger. But stress management is more about habits that decrease the amount of stress in daily life, than it is about consuming a specific food or flavor. Most panelists often agree that eating a balanced diet helps maintain stress levels. They believe that decreasing stress is important, that exercise helps relieve stress, and are aware of what increases stress levels.



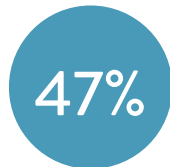
say they feel stressed every day



say they feel stressed at least a couple times a week



say their stress levels have increased in the past year.



do not consume vitamins or supplements to help relieve stress.

This month, our shopper panel takes on...

STRESS

RELIEF

This month our panelists were asked about their experience with and management of stress levels. We asked about how they know they are stressed and what activities they use to reduce or manage their stress levels.

WHAT'S MORE IMPORTANT?

We asked our shopper panel, what types of foods and beverages do you consume to help relieve stress? Here's what they said...

"Come on 5 o'clock! Usually it's a nice cocktail at the end of a stressful day." -Howard S.

"Caffeine? But that may add to it if you think rationally about it. -Jolene G.

Not sure that food or drink help with stress. I do drink a lot of water, because I know that it's good for me. - Pat M.

FUNCTIONALITY IS FUNDAMENTAL

Vitamins and supplements that have health benefits are appealing to some consumers who are seeking stress relief. Relaxing is synonymous with stress relief for many panelists and supplements that improve sleep are most commonly used.

"Melatonin. This helps me to get to sleep when my mind won't shut down after a busy day at work." - Carrie T.

"I enjoy staying hydrated and include one Liquid IV in my diet each day to make sure I get a healthy dose of Vitamin C and proper hydration." - Erica N.

"I have taken the following, but not specifically to reduce stress. However, because their use has an overall positive effect on the body, it likely helps with stress: B vitamins, curcumin, melatonin, magnesium (helps with nerve issues, which would, I presume, help with stress), Omega-3. I take melatonin every night to help with sleep, so it may be helping reduce stress in the process." - Mark F.



DEANA O.

"Um ... if there was a fried food or birthday cake scent I would choose those. Maybe mint because I believe that I heard mint helps an upset stomach?"



CHRISTINE B.

"Some of these scents (mint, vanilla and orange/citrus in particular) can be stress-relieving when I smell them, and focus on feeling stress relief, but as flavors, none of them appeal to me on that level."



MARK F.

"I don't tend to associate flavors with stress reduction. However, taking chocolate sure yields a nice feeling! So if that reduces stress ... Beyond that, scents like mint, vanilla and lavender do tend to have a positive mental effect on me, so perhaps they count!"



JUSTIN P.

"Mint mainly for digestive relief. Lavender and orange/citrus more so scent than flavor."

PERSONAL HABITS

Top Activities Used to Reduce Stress Levels in Daily Life



LISTENING TO MUSIC



COOKING/BAKING



DEEP BREATHING

THE TAKEAWAYS

1

Cooking Up Something New.

Most of our panelists experience stress multiple times a week and employ various activities to relieve stress. Baking/Cooking is one of the most common which may present opportunities for new products in those segments with stress relieving claims.

2

Recipe for Success.

Our shoppers care more about functionality of their stress relieving products than anything else. Combining a functional ingredient with a familiar or mood improving flavor may be what consumers are looking for.

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 functional and fun products. 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. 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!