



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

Our panelists have embraced slow living by learning to say no more often and focusing more on their families. Cooking at home has become a top priority for many of them and most are changing the way they prepare food and learning new cooking techniques, including buying an air fryer. The panelists aim to do more meal prep and make more tasty meals.



embraced slow living



are using food/ beverage products that help them save time



changed the way they prepare food/beverages



tried new ingredients, flavors, or cuisines

This week, our shopper panel takes on...

TIME

AS A LUXURY INGREDIENT

In this interaction we wanted to gain insight into how our panelists have embraced slow living, simple living or even minimalism, as well as tips and tricks to increase time efficiency. Are they using specific food/ beverage products that help them save time? What goals have they set for themselves as it relates to healthy eating, cooking, saving time or trying new foods?

Convenient Cooking Techniques

71% of the panelists stated that they are interested in learning specific techniques to save time

"I would like to start learning how to cook good freezer type meals for food prep."
– Erica N.

"I have always wanted to try a pressure cooker..." – Deana O.

"Freezer meals and meal prep." – Jolene G.

Food and Health Goals

As the world begins to open up again, consumers are looking to keep a slow-paced life as they return to their busy life. Many of our panelists will continue to find ways to eat healthier, cook at home more, and use tools to save time in the kitchen.

THEO H.

"Getting my stepdaughter to expand her palate. Her issue isn't flavor so much as texture. It's a challenge, every day."

CHRISTINE B.

My goal is to prepare meals that are good in taste and provide nutrition even though we have different schedules and health needs."

JUSTIN P.

"My goal is to eventually invest in a dishwasher so that I'm not tempted to take the easy route and order something that is most likely not a healthy food option (despite saving time and energy)."

We asked our panelists how they have embraced slow living, simple living or even minimalism as it related to their everyday life. Specifically, to food and beverage. For some, very little has changed, but for others slow mornings, gardening and eating at home has become the new normal.

CARRIE T.

"I've enjoyed cooking more meals at home and trying to buy only what our families need versus bulk buying and throwing away food."

ERICA N.

"I have really embraced gardening!... Now, I love gardening and harvesting what you grow is such a special and zen-like feeling... Also, my zucchini is doing great, which feeds my passion for baking all sorts of sweet breads which is also a slow living feeling for me."

Anna F.

"I decided that I loved my early and slow mornings... I started this during COVID and loved it – and I haven't stopped since! This means that each morning I make my coffee and have a wonderful breakfast that I have prepared myself that morning – banana bread, eggs, fruit and coffee."

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. FONAs' 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!

TIME-SAVING FOOD/ BEVERAGE PRODUCTS

Top products on the market today that help save time



BAKING MIXES



FROZEN VEGETABLES / FRUITS / MEALS



MEAL KITS

THE TAKEAWAYS

1

Slowing down time.

Finding ways to slow down time is top of mind for many panelists. Whether it's by learning new cooking techniques, meal prepping, making frozen meals or buying meal kits, the panelists are determined to add more time to their day.

2

Expand your palate

Consumers are all about the adventure of food—new flavors, new ingredients, new cuisines. Many panelists stated they have begun to be more adventurous in the kitchen since Covid, while others said they have always enjoyed trying new things. As cooking from home continues to be popular among consumers, they will continue to find ways to spice things up in the kitchen.