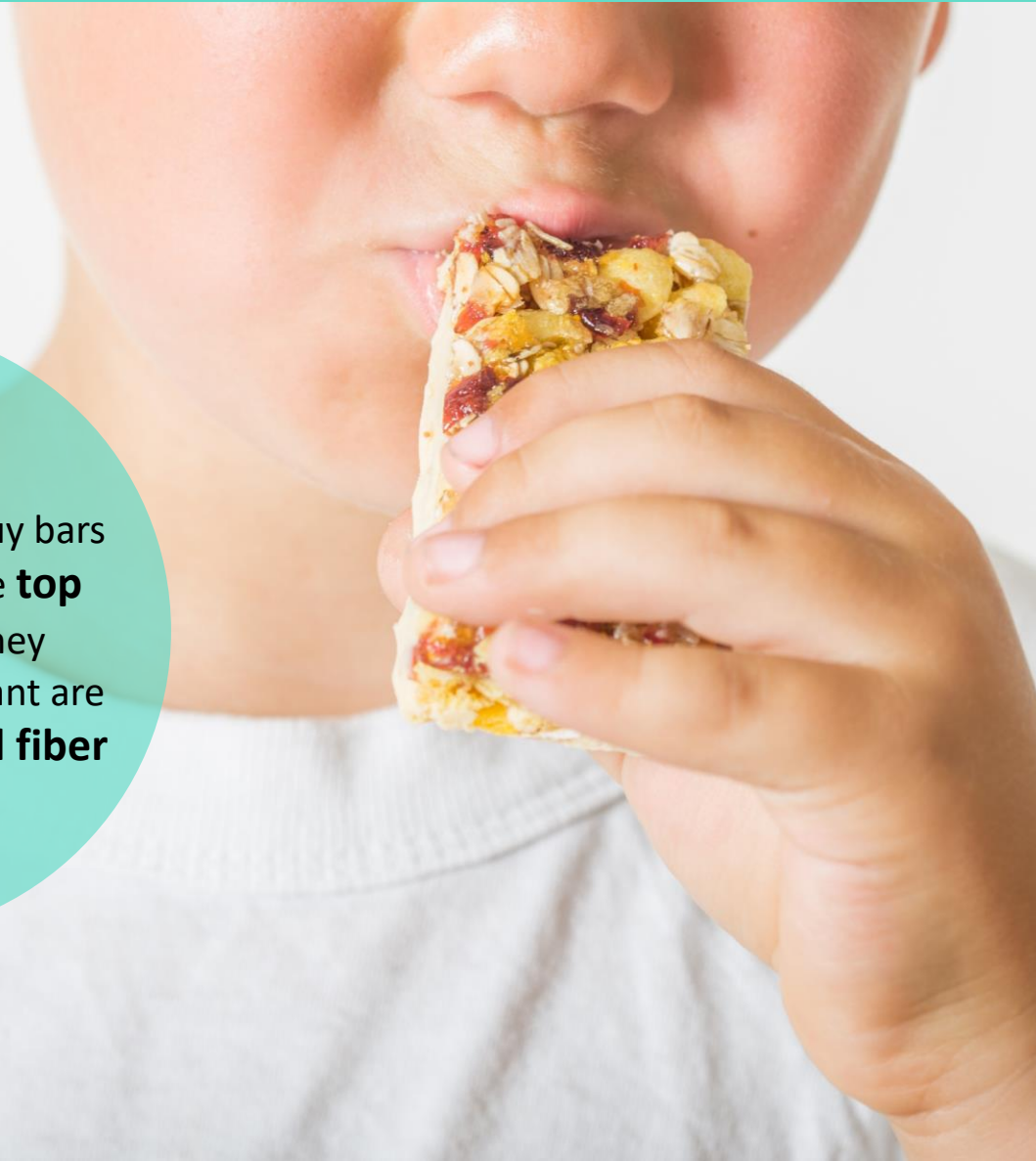




Snack Bar Consumer Survey Presentation

Did you know?

Among people who buy bars for their children, the **top two attributes** they consider most important are **protein content and fiber content.**

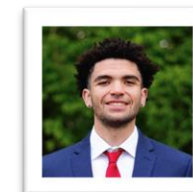


We surveyed over 800 U.S. consumers of snack/cereal bars to provide you insights and innovation inspiration! In this one-hour presentation we'll share their thoughts regarding:

- Desired bar flavors (we screened a list of 50!)
- Desired bar attributes (e.g., taste, ingredients, etc.)
- Bar consumption and purchase behavior
- And more!

In addition to these insights, we will taste 3 delicious demos inspired by the survey findings!

Contact your account representative, or Josiah Gartner to schedule a session today!



Josiah Gartner
Associate Account Manager
Josiah_Gartner@mccormick.com