

## Consumers desire variety and fun

Consumers seek pleasure through food, and snacking allows them to have fun and try lots of different things. Rather than indulging in a big meal, snacking can allow consumers to sample a range of foods. And with smaller portion sizes, snacks let consumers try a multitude of items with less concern for overindulging on calories.

### Snacking Attitudes

*Q: Thinking about snacking, how strongly do you agree or disagree with the following statements?  
(Strongly/Somewhat agree)*

