



THE SOCIAL SNACKER 10%

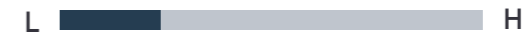
“ I tend to snack around others who are snacking. ”

The social snacker enjoys snacking because it adds variety to their life. They like using apps or programs to help plan meals and consult recipes often. Only one in ten would never eat a product again because of a food scare.

Time of day



Snack frequency



Commitment to health



? WHO ARE THEY?

- Dads
- West Coast
- More likely to be Hispanic

SNACKING ATTITUDE

- Snacking is fun
- Lets me add variety to my diet
- Would consider fast food for a snack

NEW POSSIBLE SNACK OFFERINGS

- Shareable
- Tapas
- Appetizer