



## THE STARVING SNACKER 21%

“ I snack because I’m hungry all the time. ”

The starving snacker snacks frequently and considers QSR food a snack. They make shopping lists but still want to be better at planning meals. They live a faced-paced life, so health often gets put on the back burner.

### Time of day



### Snack frequency



### Commitment to health



### ? WHO ARE THEY?

- Millennials
- Moms
- Bad cooks
- Heavy QSR users
- More likely to value convenience

### 💬 SNACKING ATTITUDE

- It's fun
- Favorite kind of food
- Would consider fast food for a snack

### ★ NEW POSSIBLE SNACK OFFERINGS

- Protein-packed
- On the go