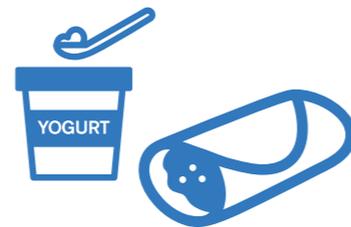


Need for bite-sized costs

Many people eat snacks or mini meals now just for the cost savings. Heavy snackers are 27% more likely to say cost is important when they're making choices about what to eat. At a lower price point, it's more attractive financially to eat a quick snack than a more expensive full-priced meal.



\$4.29

VS.



\$8.79