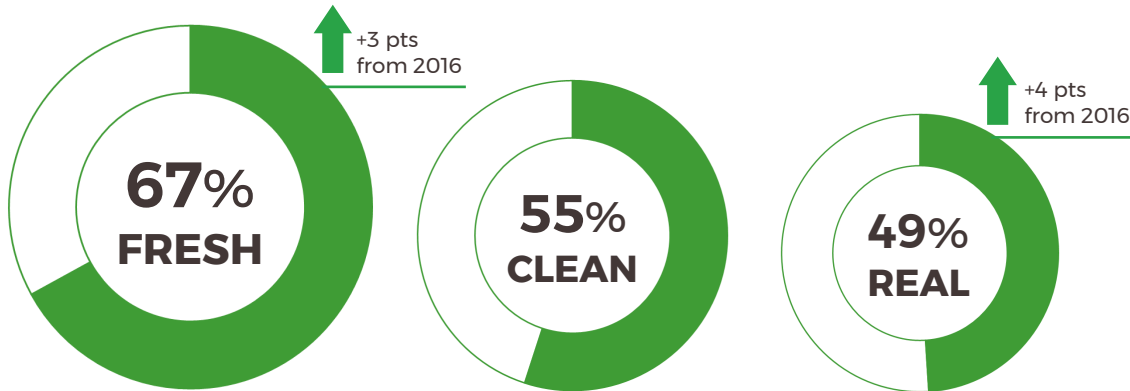


THE **FRESH** FACTOR IN FOOD CULTURE TODAY

Fresh is one of the most important cues in food culture today. Consumers have come to rely on fresh as a broad marker of a **high-quality** and **healthy** lifestyle.

Fresh is influential*

What's important when shopping for foods and beverages?

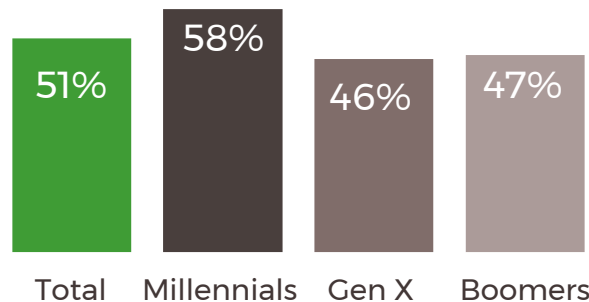


When selecting which foods and beverages to purchase, older shoppers (Gen X and Boomers) prioritize “fresh” as an important cue, while younger shoppers (Gen Z and Millennials) are more likely to be influenced by phrases and labels that are associated with “clean” and “real.”



Fresh is better for me**

It's healthier to enjoy **whole foods** rather than to focus on specific vitamins and nutrients



Source: *Organic & Natural 2018 and **Health + Wellness 2017 reports