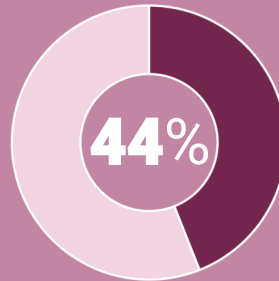


Eating Gluten-Free

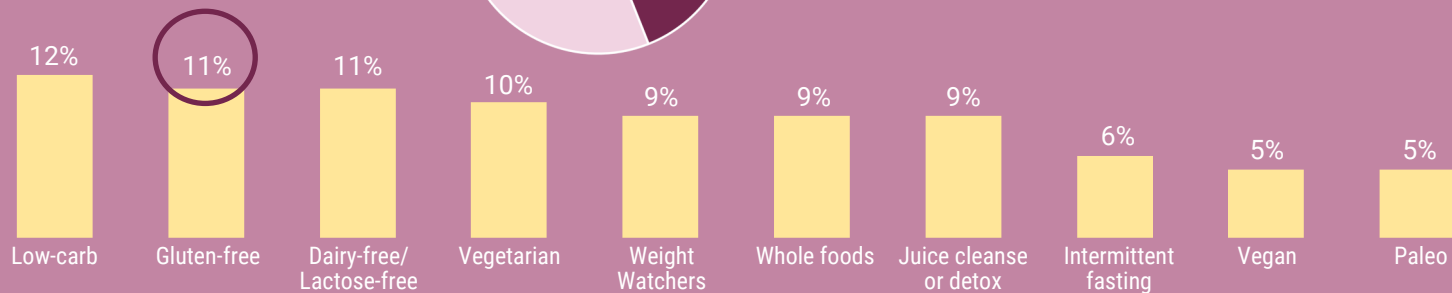
Nearly every consumer today has some kind of dieting ideology (or system of ideas and ideals) that they currently practice. Whether vegetarian, paleo, flexitarian or gluten-free, Americans' experimentation with approaches to eating today is much more nutritionally intentional than in any former era. Here we place the spotlight on the "gluten-free" trend.

More American consumers than ever are experimenting with their diet.



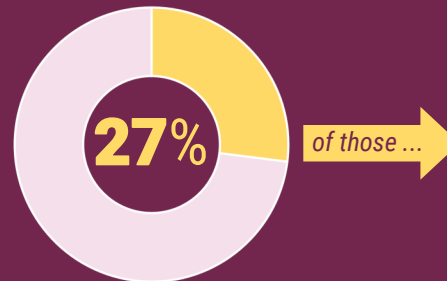
More than four in ten consumers (44%) have experimented with some type of diet or eating approach in the past year.

Top 10 Eating Approaches in Past 12 Months:



More than one-fourth of consumers reported purchasing gluten-free products in past three months ...

Interest in gluten-free has not waned. The desire to simply explore other ways of eating that may be healthier is particularly true of gluten-free purchasing.



Reasons for purchasing gluten-free products:

- 35% ... Wanted to try something new
- 30% ... Believe they are healthier
- 23% ... Trying to lose weight
- 21% ... Bought for someone else avoiding gluten
- 19% ... Bought for special dieting or eating plan
- 14% ... Believe they taste better
- 11% ... Have a gluten sensitivity / 6% ... Am allergic to gluten

Source: Health + Wellness 2017 report