

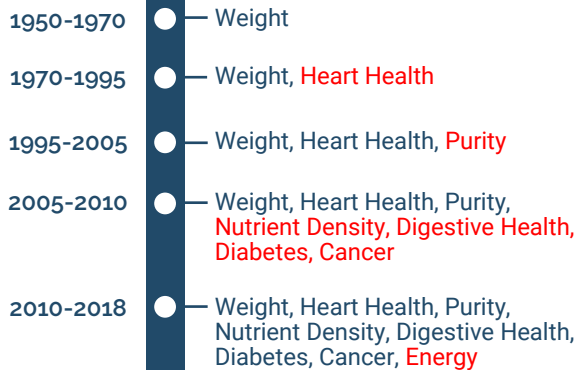
EATING AND DRINKING JUST FOR THE **HEALTH** OF IT



Quality Food = Quality Life

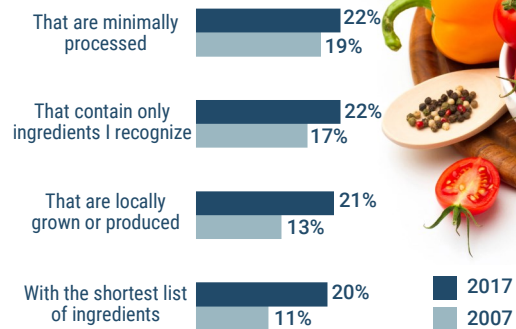
Healthy eating remains at the center of most consumers' beliefs about what health and wellness is and central to achieving their wellness lifestyle goals. Here's a look at some of the key factors and trends we believe are driving demand for healthy foods and beverages.

Evolution of Healthy Eating in America A PROLIFERATION OF WELLNESS CONCERNS



Fresh, Less Processed Are Markers of Quality and Health*

"When shopping, I look for food and beverages..." (describes me well)



Americans Would Like to Eat More Healthfully**

51%
More **fruits and vegetables**

66%
Nutritional changes
(e.g., less sugar, more protein)



46%
More **healthy meals**

39%
Less **processed food**

36%
More **balanced meals**

Consumers' Ideal Healthy Meals Match Their Aspirations**

Consumer-defined Notions of Healthy Meals



Source: The Hartman Group's *Health + Wellness 2017, **Transformation of the American Meal 2017 reports