

Taste Inc. Customers...

exercise with Football, Walking & Gym being their main choice of exercise.

The TI shopper exercises **once a week to once a month**.

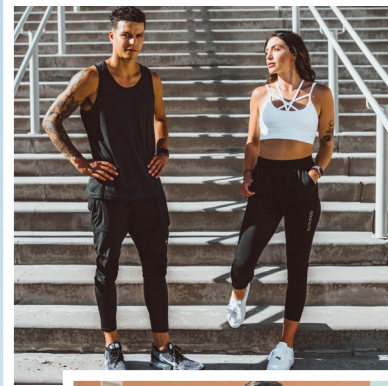
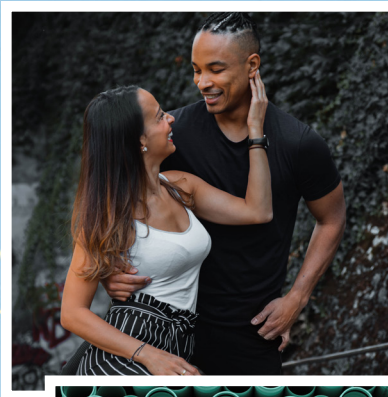
The TI shopper is **more exercise conscious** than the Peperami shopper.

Taste Inc. Customers buy our products because they are quality, meaty & tasty.

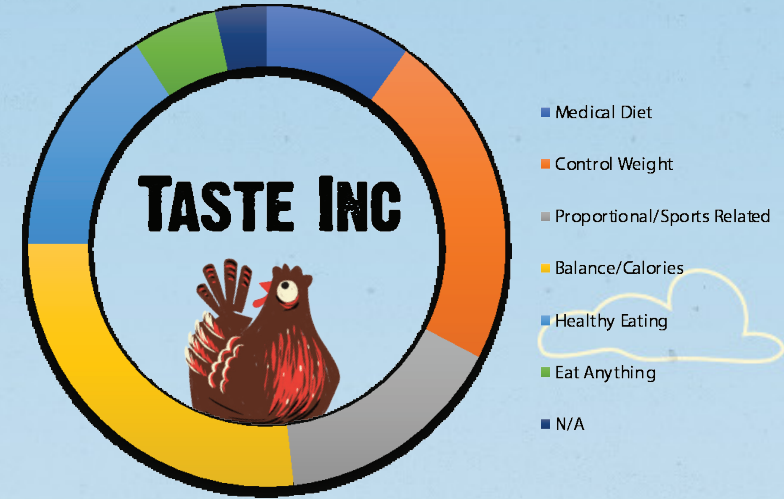
TI SHOPPER IS:

- MALE 18 TO 44
- FEMALE 18 TO 34

The TI shopper is younger than the Peperami shopper. You might say, the future generation of sales!



What is the Attitude Towards Healthy Eating of the TI Customer?



The TI shopper eats our products because they class them as **'HEALTHY EATING'**.



Healthy Savoury Snacks Only Occupy 1/12th of the Cabinet

Pork & Beef Products		Chicken Products	
Peperami	44%	Fridge Raiders	10%
Rustlers	15%	TI Chicken	2%
(TI Meatballs	12%)		



Morning Snacking - £3.5bn
Afternoon Snacking - £4.7bn
Evening Snacking - £13.1n
TOTAL SNACKING - £21bn



- Call this the **'Savoury Snacking category.'**
- Potential New Shoppers to the Category are **Put-Off by the Leading Brand**
- Peperami has 44g of fat vs **TI at 3g.**
- A shopper that has not bought from the category before, is **more tempted** to buy Taste Inc than the leading brand.
- Shoppers say that the Taste Inc. brand is **a healthy and a tasty option.**
- **80%** of shoppers see Taste Inc. as **healthy.** And **49%** see Taste Inc. as **very healthy.**
- Taste Inc. scored 75% and Peperami only 46%. Plus, 60% of shoppers say we are **'VERY TASTY!'**
- Savoury Snacking Shopper: **Buy 8.2 times per year.** Once every 6 weeks, Buy 200 grammes per visit. This is approximately a Peperami 5 pack or a Taste Inc. 5 pack, Spend £2.92 per trip, **36.5% of the population** have bought from this category.