

TASTE INC. CUSTOMERS...

WHO ARE THEY? Female 18 - 34/ Male 18 - 44

WHAT DO THEY DO?

Exercise 1 x week
to 1 x month.
Football, Walking & Gym
main choice of exercise.

HOW DO THEY SHOP?

Exercise conscious.

HOW DO THEY VIEW THE CATEGORY?

Healthy eating.

WHY DO THEY BUY OUR PRODUCTS?

Because they are quality,
meaty & tasty.

WHAT DO THEY WANT/NOT WANT FROM OUR PRODUCTS?

Control weight, healthy,
balance calories, workout snack.

WHAT ARE THE OPPORTUNITIES?

Morning Snacking	Afternoon Snacking	Evening Snacking
£3.5BN	£4.7BN	£13.1N

TOTAL SNACKING - £21BN

Call this the 'Savoury Snacking category!'

- Potential New Shoppers to the Category are **Put-Off by the Leading Brand**
- 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.

