

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.

BEEF PRODUCTS

Peperami 44%
Rustlers 15%
(TI Meatballs 12%)

CHICKEN PRODUCTS

Fridge Raiders 10%
TI Chicken 2%

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

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**.

THE 'SAVOURY SNACKING CATEGORY.'

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.

Taste Inc. scored 75% and Peperami only 46%. Plus, 60% of shoppers say we are **'VERY TASTY'**.

The Leading Brand has 44g of fat while **Taste Inc. has 3g**.

A shopper that has not bought from the category before, is **more tempted** to buy Taste Inc than the leading brand.

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

