



HEALTHCARE **PATIENT FEEDING** INSIGHTS

BRANDS PLAY A BIG ROLE



research shows that **BRANDS IMPACT** guests' perception OF THE HOSPITAL



45%

indicated that serving generic brands negatively impacts their perception¹



84%

feel that the brand of foods served in the hospital is important to their overall satisfaction¹



70%

believe that the **brand of CEREAL** they are served in the hospital is important to their overall satisfaction¹

GIVE GUESTS THE COMFORT OF HOME

Kellogg's® brings you 7 of the top 10 cereals purchased in hospitals²

TIP:
Serve **BRANDS** they **KNOW** and **TRUST**



Sources:

- 1. Datassentials, IFMA (CPP 2015-2016) The Big One!
- 2. NPD Supply Track 12 months ending July 2016

