



B&I **SNACKING** INSIGHTS

Business Snacking = **BIG BUSINESS!**



3 YEARS
of Consecutive Growth
Snacking Up 10%¹



Growing Foodservice Snack Categories¹



Sweet & Savory



Sweets



Bars



Potato Chips

Busy Consumers Turn To Snacks



Three Square Meals = OUT

Snacks Provide Grab-N-Go Nourishment All. Day. Long!



Snacking accounts for
50%
all eating occasions²

50%
have no set schedule
for meals³

62%
snack throughout
the day⁴

Cater to Key Snacking Types



Indulgent Snackers

- Passion for Rich Flavors
- Snack Lovers
- Try New Things
- Prefer Sweets/Cookies

51%
of snackers are indulgent-seeking and highly-engaged snackers⁵



Bold Snackers

- Adventurous Eaters
- Want Variety
- Intense Flavors
- Unique Textures
- Prefer Salty Snacks

16%
of adults have progressive attitudes with an emphasis on trying new things and adventurous eating⁵



Healthy Snackers

- Nutrition-Centric
- Pay Premium for Clean Labels
- Prefer Simple Ingredients & Natural Snacks

35%
of snackers read nutrition labels, seek natural and wholesome snacks³

More of what they want, when they want it

Serve These Options from *Kellogg's*[®] to Meet ALL DAY Snacking Needs in Your B&I Cafeteria or Market



Sources:

1. NPD Foodservice Performance Update, November 2016
2. The Hartman Group: The future of Snacking 2016
3. Kellogg Snacking Demand Landscape 2015
4. Pulse 2016 Market Overview
5. IFMA CPP 2016