



# C&U **SNACKING** INSIGHTS

## Busy Students Turn To Snacks



**Three Square Meals = OUT**

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



Snacking accounts for **50%** of all eating occasions<sup>1</sup>

**50%** have no set schedule for meals<sup>2</sup>

**62%** snack throughout the day<sup>3</sup>



Students and staff rely on well-rounded snacks to complement, bridge, or replace meals<sup>2</sup>.



## Cater to Key Snacking Types



### Indulgent Snackers

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



### Bold Snackers

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



### Healthy Snackers

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

**51%**

of snackers are indulgent-seeking and highly-engaged snackers<sup>2</sup>

**16%**

of adults have progressive attitudes with an emphasis on trying new things and adventurous eating<sup>4</sup>

**35%**

of snackers read nutrition labels, seek natural and wholesome snacks<sup>2</sup>

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

research shows that **BRANDS INSTILL trust and familiarity** IN STUDENTS<sup>5</sup>



## More of what they want, when they want it

Serve These Options from *Kellogg's*<sup>®</sup> to Meet ALL DAY Snacking Needs in Your C&U Cafeteria or Market



### Sources:

1. The Hartman Group: The future of Snacking 2016
2. Kellogg Snacking Demand Landscape 2015
3. Pulse 2016 Market Overview
4. IFMA CPP 2016
5. 2016 College University report by Technomic

