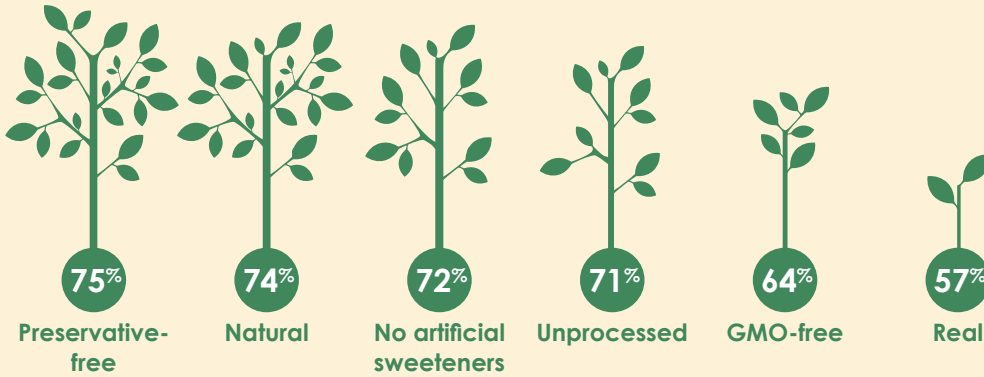


Consumers tend to define “clean eating” by focusing on a food’s absence of additives.

PERCEIVED HEALTHFULNESS OF CLEAN-EATING CALLOUTS

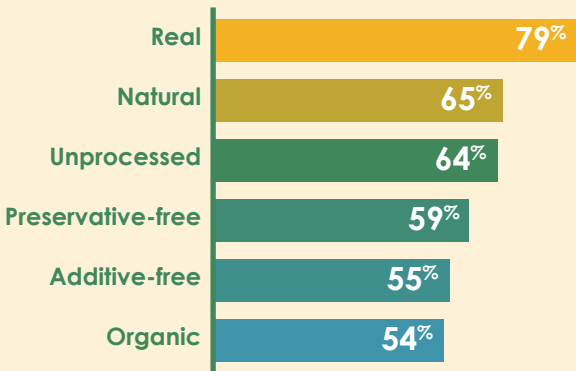


Eating Clean

IT'S WHAT DINERS WANT

Clean-eating ingredients are especially appealing to consumers purchasing bakery goods such as doughnuts, muffins and cakes.

I'M MORE LIKELY TO PURCHASE ITEMS AT BAKERY OR COFFEE CAFES THAT ARE _____.



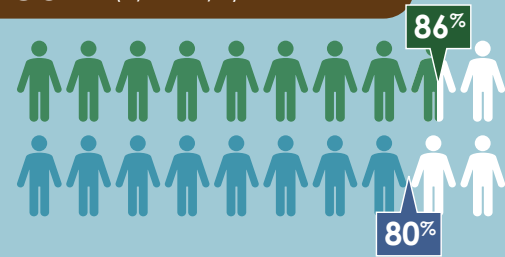
40% of consumers are more likely to purchase clean ingredients, and they're also willing to pay more for those items.



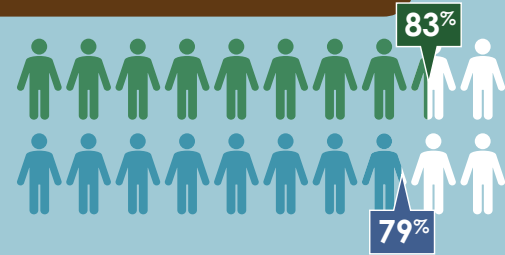
From Gen Z to baby boomers, people are more likely to purchase food items that are “fresh” or “clean.”

■ FRESH ■ CLEAN

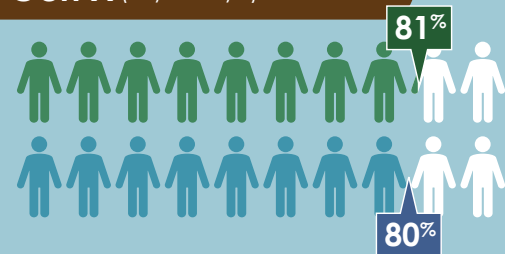
Gen Z (7yrs - 21yrs)



Millennials (22yrs - 37yrs)



Gen X (38yrs - 53yrs)



Baby boomers (53yrs - 71yrs)

