

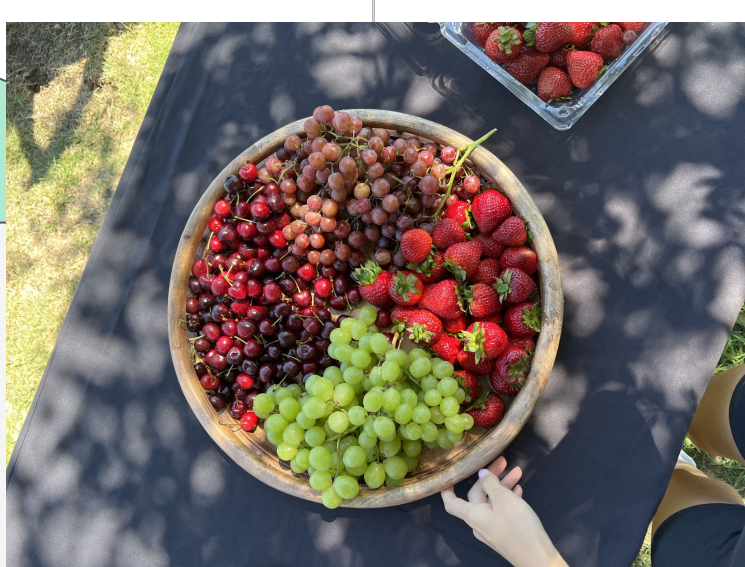
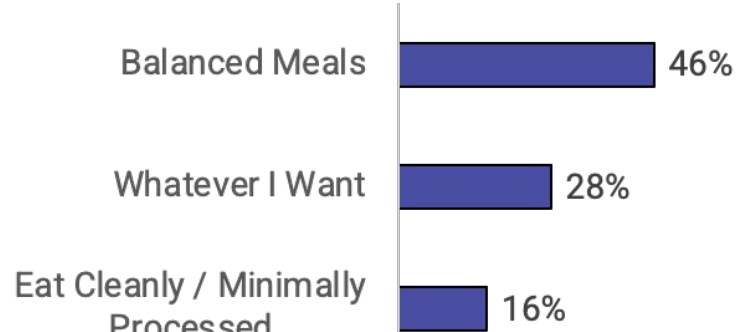
Food & Beverage Vertical Survey Results

Shops At	Natural Grocer	Conventional Supermarket	Mass Merchandiser
Why Here	Clean, Attractive Display, Fresh Produce, Quality Meats, Helpful Staff	Convenient, Best Loyalty Program	Best Prices, One-Stop Shop, Easy to Find Products, Close To Where I Live
Discover New Products	Brand Websites, Google Search, Food Blogs	Social Media Content, Browsing In-Store	Family/Friend Recommendation, TV Ads, Online Reviews, Social Media Content, Browsing
# Pieces of Content	4	5+	3
Social Platforms	YouTube, Instagram	Pinterest, Instagram	TikTok, Instagram, Facebook
Shops For Groceries	Twice a week	Once a week	Once every 2-3 weeks
Benefits	Ingredients, Fits With My Diet, Certifications (Organic), Brands With a Mission	Taste/Flavor, Price/Value, Convenience	Price/Value, Taste/Flavor, Convenience
Diet	Clean Eating (Minimally Processed)	Balanced Meals	Eat What I Want
Browsing	Visual Attraction of Packaging, Asking Store Staff	Browse and Read Labels for Different Products	Roam Aisles and Stumble On, Large Selection, Store App
Recommend	Longform Video Content, Position Creator As Expert, Highlight Ingredients, Certifications, Brand Mission	Produce LOTS of Content, Highlight Great Taste, Then Convenience and Availability	Cast a Wide Net with Content Across Multiple Platforms, Position Creator As Friend, Reviews, Highlight Good Value

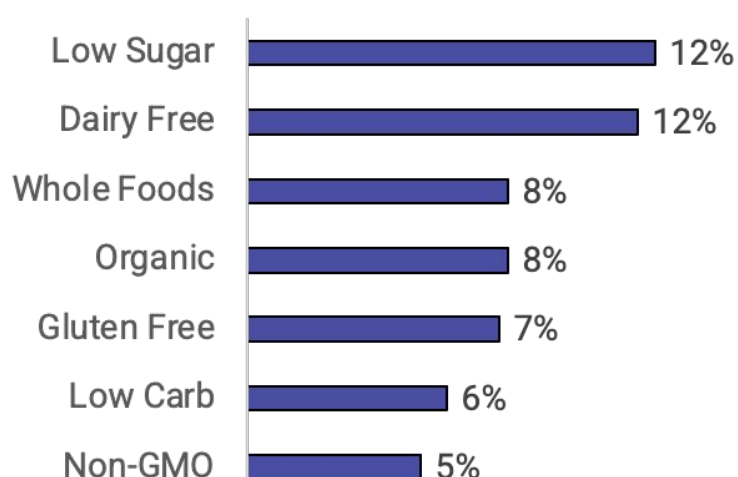


Diet and Grocery Shopping

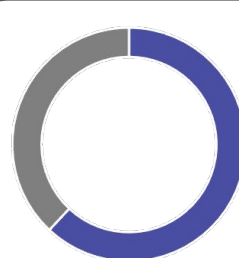
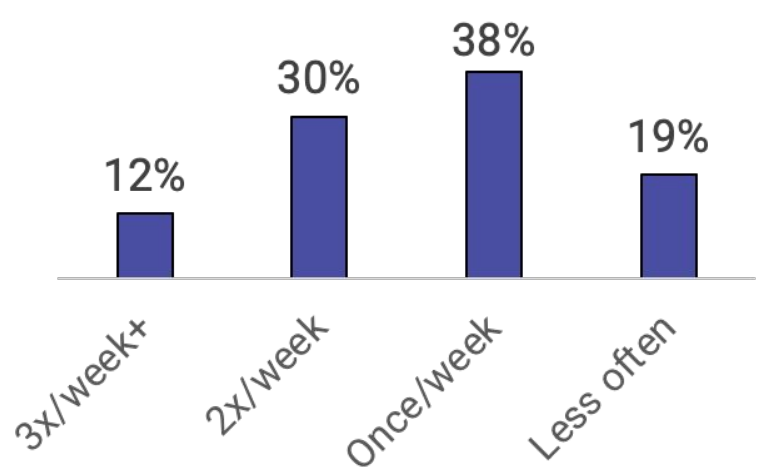
Describe Your Diet



Restrictions



Grocery Shopping Frequency

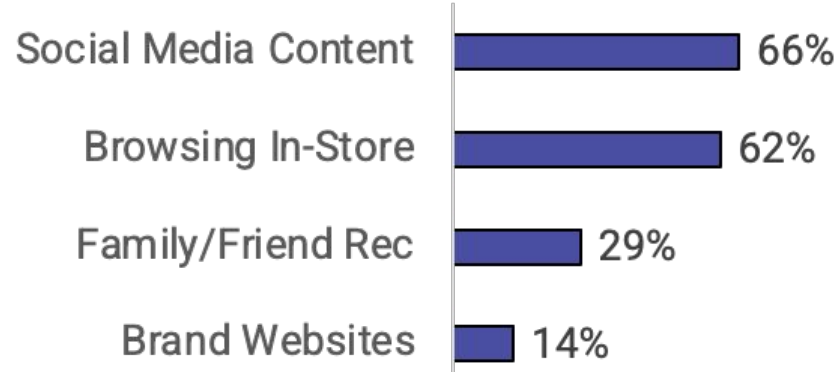


62% Shop for Taste Over Diet

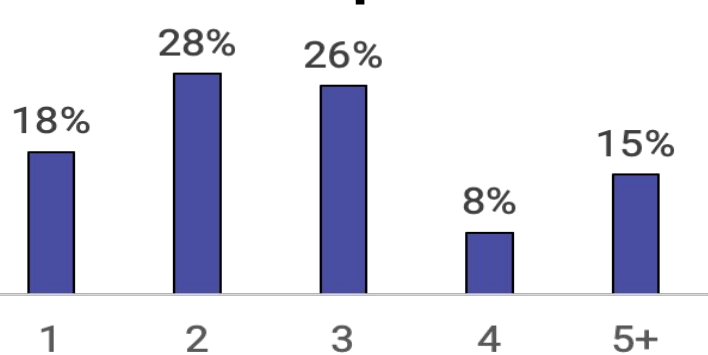


Discovery

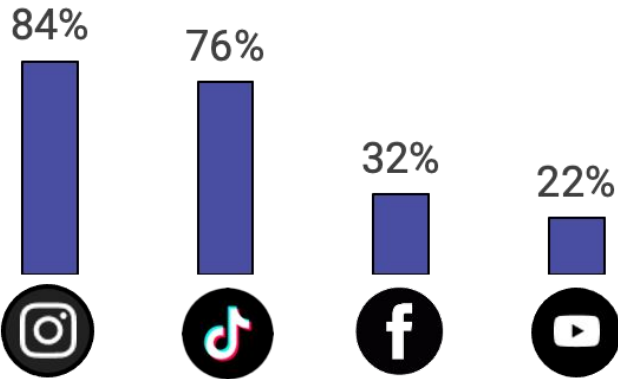
Product Discovery



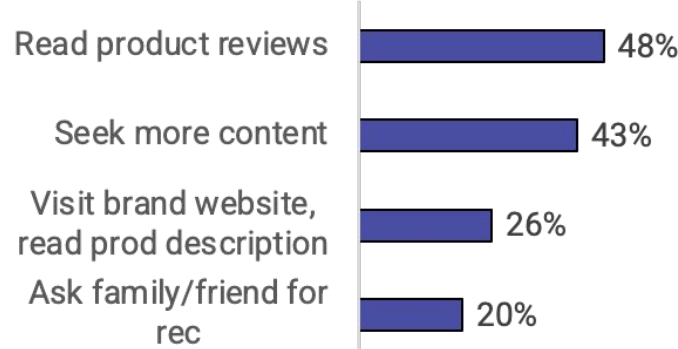
49% need to see 3+ pieces of content before purchase



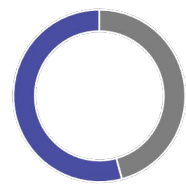
Social Media Content



Next Steps Bef Purchase



Values



54% enjoy experimenting w/ new food & bev products

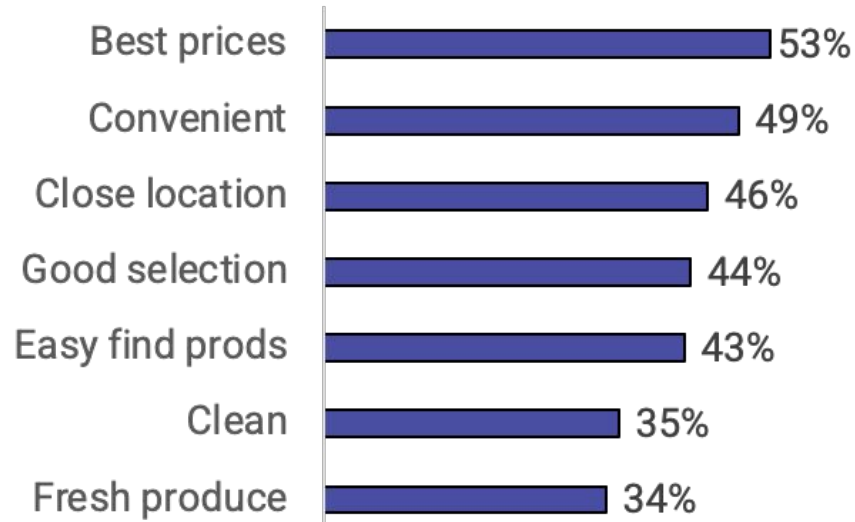


63% look for a promotion to try a new food product



22% prioritize brands with a Mission to better the world

Why shop at a certain retailer



Top attributes in a food product

