



SHOPPER PANEL SPOTLIGHT

What's really in consumers' minds in their quest for food and beverage? To help you understand the motivations and opinions behind purchase behavior, FONA put together a panel of shoppers. The group spans the spectrum from Clean Savvy to Clean Avoider (visit www.fona.com/clean for details about our clean consumer personas.) The group gets regular check-ins, and we share our learnings with you!

KEY FINDINGS

On average, the panelists consume at least 4 different beverages per day. In terms of quantity, they drink more water than coffee during the week and more coffee than water on the weekends. They also save wine for the weekends, although several women report a glass of wine each weekday evening.

78%

consume water on a typical weekday

67%

consume coffee on a typical weekday

33%

consume sparkling water on a typical weekday

Beverages are NOT viewed as a snack or meal replacement.

This week, our shopper panel takes on...

BEVERAGES

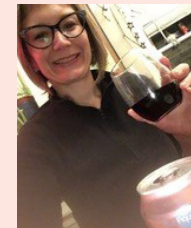
THROUGHOUT THE DAY

Our panelists were asked what beverages they frequently consume, if their habits changed over the past year and what criteria affects their choices. They kept a diary of beverages consumed throughout the day.

“I used to drink Diet Coke, more on weekends as a treat than on weekdays. But quit that in September. I feel good. Less sugar cravings. Sometimes I miss it but then I have a bubbly water or flavored iced tea and I'm good.”
–Sarah P.

Sarah also mentions that vanilla almond hot tea with stevia and whole milk is her “dessert” treat “at 2 p.m. when I'm hungry and crave sweets. I usually drink jasmine green tea when I teach or water.”

PANELIST SPOTLIGHT: SARAH P.



1. 5:30am Irish Breakfast tea with stevia and coconut milk - 3-4 T. x 2 cups
2. 6:30am Quart of water
3. 8:00am Chai tea with stevia and whole milk, 3-4 T.
4. 9am-12pm Quart of water
5. 12pm La Vie grapefruit flavored seltzer water
6. 2pm Vanilla Almond hot tea with stevia and whole milk
7. 6:30pm with dinner Seltzer grapefruit flavored, glass of red wine
8. 9pm herbal hot tea 2-4 additional quarts of plain water depending on workouts and teaching schedule.



JANET M.

"My consumption habits haven't really changed. I'm practicing (learning how to drink wine) so occasionally I'll have a small glass or a few sips of wine. Haha."



ROBIN S.

Since I have become an empty-nester, I have more time for a glass of wine/beer at night. I consume less milk. I used to drink milk once or twice a day, now it is only occasionally. I never order milk when I'm at a restaurant."



KATIE D.

"I don't drink as much coffee as I used to ... I found I was having trouble sleeping when I drank coffee every afternoon so I've cut that down. I also enjoy Kombucha every so often for a treat! I like the flavors and it's a little carbonated which I find refreshing. I love to drink it when my stomach is a bit upset too because it has a settling effect."



RHONDA O.

"I used to drink pop like a mad woman. The more I would drink the thirstier I would get. I quit pop cold turkey over a year ago and have added it back in for meals out, outings, etc. I feel better but I wish I could now drink more water. I'm a '70s kid raised on pop. Juice was the 'healthy' drink!"

NEW BEVERAGES THIS YEAR:

Water and flavored waters, caffeine-free soda/pop, herbal tea, fruit/vegetable smoothies, Kombucha and protein shakes.

CHANGE IN BEVERAGE CONSUMPTION:

Many of the panelists have not changed their beverage consumption habits over the past year. Instead of giving up a beverage, panelists tend to decrease consumption, most often replacing it with water. But the most popular items to abstain from include Diet Coke (named specifically), soda and beer.

THE TAKEAWAYS

- Cutting back in lieu of healthier options.**
Most of our panelists stated that their beverage consumption has not changed much over the past year and if it has, they are cutting back on diet soft drinks and drinking more water. They have noticed that sugar cravings have decreased and feel good.
- Beverages are for refreshment not a snack or meal replacement.**
To our panelists, snacks and meal replacements are foods, not beverages. Beverages are consumed to fit their lifestyles like a little more wine on the weekends and more water.

All this might leave you with a bit of a challenge. We get it, and we can help.

Maybe you're working to make a beverage that can be viewed as a meal replacement. Maybe your beverage is losing out to the latest in consumer movements. Maybe you're facing taste challenges and could use some advice. FONA's subject matter experts can help you keep that signature taste, while keeping the label claims your consumers demand. Clean label spans the spectrum. Where does your product fit in?

CURIOUS ABOUT SOMETHING SPECIFIC?

Our panel can help inform YOUR decisions. Let us know what you'd like us to find out from our shopper panel. Email POscarson@fona.com and let's dive in!