



Healthcare **SNACKING** INSIGHTS

Snacks Are Growing In Hospitals



Strong Snack Growth
Offsets Declines
in Hospital Lunch &
Dinner Sales

+18%

**PM Snack Growth
in Last Year¹**

Growing Foodservice Snack Categories¹



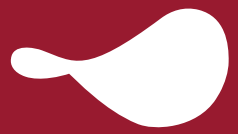
**Sweet &
Savory**



Sweets



Bars



**Potato
Chips**

Busy Consumers Turn To Snacks



**Three Square
Meals = OUT**



**Snacks Provide
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
snackers³



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 Hospital



Sources:

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