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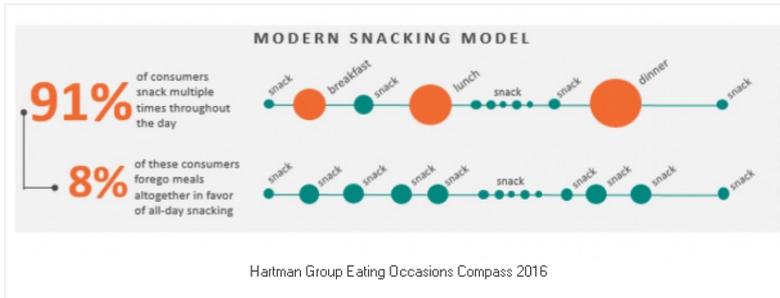
JAN 18, 2017 • BY ASHLEY HALLADAY

NEWS

Why anytime is snack time

Our traditional times for meals continue to give way to a culture of busy consumers who are regularly snacking all day long.

According to the [Hartman Group's](#) "The Future of Snacking 2016" report, 91 percent of consumers said they snack multiple times throughout the day.



And snacking accounts for nearly 50 percent of daily eating by Americans.

We've also noticed similar trends in recent years.

Jeanine Bassett, vice president of Global Consumer Insights at General Mills, says we're [listening to consumers](#) and appealing to the rise of snacking.

The new Yoplait Dippers are one innovation we've made to make yogurt more crave-able throughout the day, as creamy non-fat Yoplait Greek yogurt is paired with crunchy snacks made for dipping.

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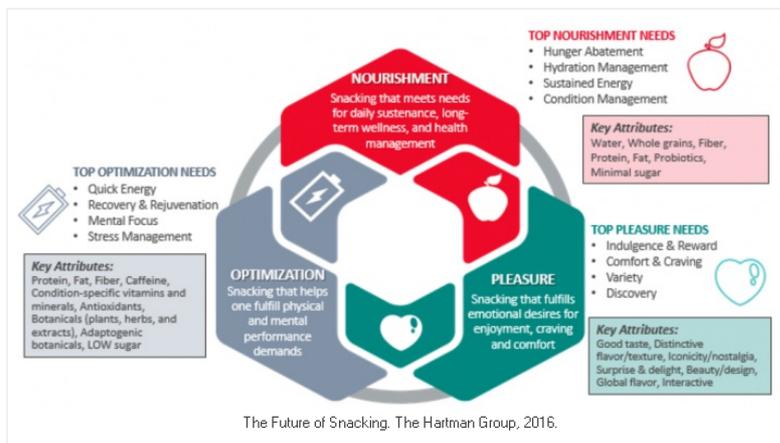
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Yoplait Dippers are available in five crave-able combinations from sweet to savory: Chocolate Raspberry Chunk Yogurt with Chocolate Drizzled Pretzels, Caramelized Banana Yogurt with Pretzels, Vanilla Bean Yogurt with Honey Oat Bites, Chipotle Ranch Yogurt with Tortilla Chips, or Coffee Chocolate Chunk Yogurt with Cinnamon Crisps.

The Hartman Group's 2016 snacking report says consumers snack for nourishment, optimization or pleasure. Whether they're looking for hunger abatement, quick energy or a satisfying "treat," people find their own sense of balance depending on their individual daily needs.



Jeanine shares an example of a man that she met whose food "pain point" was to get protein all day long, in [this audio clip](#).

Yoplait Greek 100 now has more protein and is still just 100 calories – all 20 varieties now have 14-15 grams of protein per serving. And every serving of Nature Valley's Cocoa Almond Butter Biscuits offers 14 grams of whole grain and 4 grams of protein.



We've also found that people around the world are looking for fiber, but in a snack that tastes good.



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"Fiber One really cracked the code when they came out with their bars. The Fiber One brownie bar in particular was a huge hit in many different countries," says Jeanine. "Now we've got a new entry from the brand, the layered chewy bar, which takes it to a whole new level of caramel and salted caramel. And it's just another way of showing consumers that fiber can taste great."



The Hartman Group's snacking report also notes that "as perceptions of performance and optimization have evolved, so too has scrutiny of the type of products and ingredients in them to help manage and target needs."

That's why we're trying to simplify the labels on many of our products, from cereal to granola bars.

LÄRABAR is one of our brands known for its simple ingredient list.



"When you think about back to basics in food that I recognize and can feel great about, LÄRABAR is a terrific example of that," says Jeanine. "When we talk about LÄRABAR, we talk about food made from food. And when you look at what's in LÄRABAR – or maybe more importantly what's not inside – it's completely on trend with what consumers are looking for. It's dairy free, it's for vegans, it's gluten free, it's non-GMO, and so it kind of epitomizes everything that consumers are looking for."

Many of our new products meet the range of consumer snacking trends worldwide.

Learn about more of our new products, [here](#).

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