



INGREDIENT CHICKEN

## Cut Costs Not Flavor.



MENU DEVELOPMENT > MENU STRATEGIES

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## A snacking snapshot

By Patricia Cobe



Snacking now represents 50 percent of all food and beverage occasions, according to a report on consumer



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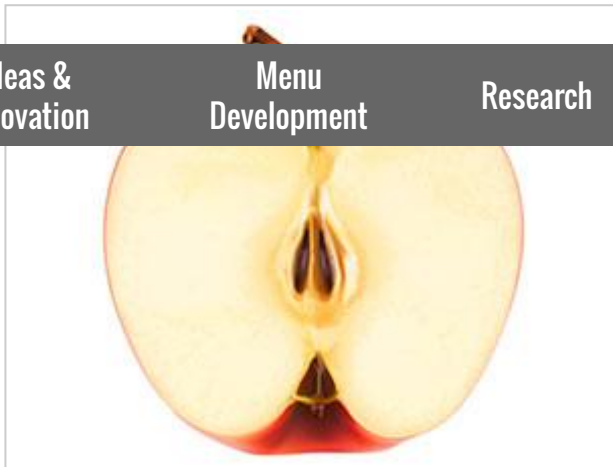
90% of consumers snack multiple times throughout the day

7% of these consumers skip meals completely in favor of all-day snacking

80% of all snacking is purposeful—it fulfills a physical, emotional, social or cultural desire

20% of all snacking is aimless, driven by the availability of food

61% of consumers are opting for healthier snacks, with 64 percent choosing fruits and vegetables



### Data from The NPD Group's Snacking in America study reveals generational differences among snackers:

- While millennials tend to reach for grab-and-go snacks when they are hungry, boomers snack because they



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don't want to prepare a big meal, and eat alone more often than other age groups

- Kids between the ages of 2 and 17 beat out all other groups—they eat an average 1,500 snacks per year, higher than boomers' average of 1,200 and millennials' 1,000 snack occasions



**KEYWORDS:** menu development, study

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foods does not always translate into a willingness to spend more.



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