

# FOOD BUSINESS NEWS

NEWS, MARKETS AND ANALYSIS FOR THE FOOD PROCESSING INDUSTRY

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## General Mills to eliminate more jobs

MINNEAPOLIS — General Mills, Inc. said it plans to eliminate approximately 700 to 800 jobs, primarily in the United States. The move is part of Project Catalyst, a multi-year restructuring initiative unveiled last month to increase organizational effectiveness and reduce overhead expense.

When General Mills unveiled Project Catalyst in mid-September, the company said it was "unable to make a determination of the estimated total costs or range of costs to be incurred in connection with Project Catalyst." But details of the program were published in a Sept. 30 filing with the Securities

*Continued on Page 12*

## DAIRY BUSINESS NEWS

## Increasing ice cream sales

While soup sales heat up during

consumers rise in when greases often the southwest a "We sales," keting

## Snack preferences differ between millennials and boomers

CHICAGO — It's no secret snacking is on the rise, but a new study suggests preferences for away-from-home options vary between baby boomers and millennial consumers.

In a survey of 1,314 participants, comprised of 942 millennials aged 19 to 36 and 372 boomers aged 49 to 67, researchers from Culinary Visions Panel, Chicago, found both groups seek value and freshness in snack options available at food service venues.

However, while boomers choose less expensive items, millennials prefer portability and convenience. Additionally, the younger demographic favors a variety of snacks not associated with a particular day part, while the older generation sticks to a more limited selection of items tied to different times of day.

"Targeting consumers by age and life stage within significant demographic groups, such as millennials and baby boomers, can be effective in successfully promoting snacks in different food service venues," said Sharon Olson, executive director of Culinary Visions Panel.

More than a third of millennials reported an increase in snacking from a year ago, with 26- to 30-year-olds indicating three or more snacking occasions per day, while only 13% of boomers said they are snacking more often. Both consumer segments buy snacks from convenience stores, quick-service restaurants, supermarket delis and bakeries.

Twenty per cent of millennial consumers and 11% of boomers prefer branded snack items. FBN

## Sophisticated heat

*Story on Page 37*

## Gain high side dispute

up a bit more last week following at" from Mexico to take the to the World Trade Organization negotiated agreement could be soon.

efined beet and cane sugar prices mostly held in the 37c to 40c a lb nge since early September, with eption of the West coast, where e a bit higher due to some unique ation issues and higher demand n-bioengineered sugar, which kely have to be cane sugar that ormally be sourced from Mexico.

About 95% of U.S. beet sugar comes from bioengineered seed.

At 37c to 40c a lb, refined sugar prices are

*Continued on Page 32*