



VIRTUOUS SNACKING: MILLENNIALS DEVELOP TASTE FOR 'ETHICS ON THE GO'

A new study by US researchers shows that millennials could be the perfect target audience for ethical snacking products.

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The study, part of the **Culinary Visions Panel's Mindful Dining Initiative Project**, polled 1500 American consumers about their feelings on ethically sourced foods, and how those feelings translated into the choices they make when they purchase grab-and-go items.

The study showed that consumers under the age of 35 cared the most about ethical food and drink practices, **76%** of millennials said that responsible sourcing made retailers and restaurants 'trendy' destinations.

Commenting on the findings, Sharon Olson, executive director of Culinary Visions Panel, said: **"Whether it's rewarding a company's fair trade labour practices or their zero-waste policies, we found that millennials are the most serious about ethically-sourced grab-and-go foods."**

One further finding highlights the scale of the opportunity for virtuous snacking. About **64%** of millennials reported that still there isn't enough choice and availability of ethical snacks. That, and the fact that **67%** under 35s say they would pay more for ethically produced grab-and-go products, is surely food for thought for natural and organic snack marketers. Like to get snacks on their own from convenience stores.