

CATEGORY NEWS

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'Personalization Of Protein' Expands Search For Sources

JACKSONVILLE, FL — Consumers are increasingly seeking more diverse protein sources and often turn to bars and shakes to meet these needs, according to a survey by Acosta Sales & Marketing.

Nuts are the most popular meat replacement for 64 percent of shoppers. Beans and lentils trail closely, followed by dairy and eggs.

Almost half of those surveyed report using protein bars and shakes as meal replacements at least once or twice weekly. Millennials are most likely to adhere to this practice, followed by Generation X, according to Acosta.

Some 60 percent of millennial shoppers say a person can achieve the necessary daily amount of protein without meat, compared with just 48 percent of those born before 1945, the survey finds.



Pinpoint Life Stages To Motivate Sales

STAMFORD, CT — Identifying local shoppers' life stages and accommodating them with products, services and communications is the key to driving sales and profits, according to research by Daymon Worldwide and The Hartman Group.

The researchers also advise digital communications with local consumers should be used to shape marketing, promotion and merchandising.

For example, offer meal pairing suggestions with global flavors and healthful alternatives to packaged foods for young singles, who characteristically respond to trends, shop for the short term and substitute snacks for meals.

Provide kid- and adult-friendly, healthy, easy-to-prepare meal choices to attract time-strapped young parents focused on maximizing family time, providing fresh, nourishing meals and expediting shopping trips.

Retailers can drive repeat sales and identify themselves as a resource for empty nesters by offering culinary classes, food and wine pairings, and catering to interests in food items. To appeal to older single adults, the analysts advise carrying preparation-free small portions of snacks and meals that target dietary concerns and fresh, local and seasonal choices.

Mid-Morning Almonds Lessen Hunger

MODESTO, CA — A mid-morning snack of almonds might help curb appetite and reduce calorie consumption by increasing satiety, according to a study in the *European Journal of Nutrition*.

The research found that study participants who ate one to 1.5 ounces of almonds mid-morning demonstrated no significant differences in total daily energy intake, indicating they compensated for calories in the nuts.

Further, they ingested significantly fewer calories at lunch and dinner after eating 1.5 ounces of almonds as a snack. Energy intake was assessed by weighing the meals before and after consumption.

"We expected whole almonds to be a food that provides satiety because of their combination of protein, fiber and good fats," writes lead researcher Sara Hull, MS. "However, it was interesting to see the mid-morning snack provided a long-lasting effect on appetite at dinner, not only at lunchtime."



Health-Committed Shoppers Deemed 'More Valuable'

CINCINNATI — Compared with average shoppers, health-conscious consumers are 24 percent more valuable for retailers than average shoppers, according to a global study by market researcher Dunnhumby Ltd.

Overall, the number of health-conscious consumers has grown 38 percent since 2009, now accounting for approximately one quarter of all shoppers. Data indicate these consumers are more affluent, a trend that is reflected globally.

Some 60 percent of shoppers report looking for guidance from food brands on health and wellness, and 53 percent say retailers can have a significant role in supporting health commitments. U.S. consumers are less likely to trust food labels, while global shoppers are even less likely to check nutritional content.

Dunnhumby advises health messaging be leveraged through marketing and media programs.

"The higher priority given to health and wellness by consumers around the world represents a remarkable opportunity for brands, especially considering the significantly higher value that health-committed consumers represent," says Julian Highley, global director of customer knowledge.

McCormick Anniversary Closes With United Way Gift

SPARKS, MD — McCormick & Co., Inc. culminated its 125th anniversary festivities by donating \$1.25 million to United Way Worldwide for its global hunger programs as well as turkeys and 10,000 products to the charity's local outreach initiative.

The company launched its Flavor of Together-themed celebration in December 2013 with an invitation to people in the 24 countries in which it does business to share their flavor stories and experiences online. McCormick pledged to donate \$1 to United Way's global food programs for each story. More than 1.25 million responses were received.

"Our partnership truly embodies our mission of mobilizing communities around the world to improve lives and advance the common good," Brian A. Gallagher, president and CEO of United Way Worldwide, says. "We're grateful to everyone who shared a flavor story and to McCormick for their tremendous generosity and commitment to feeding those in need."