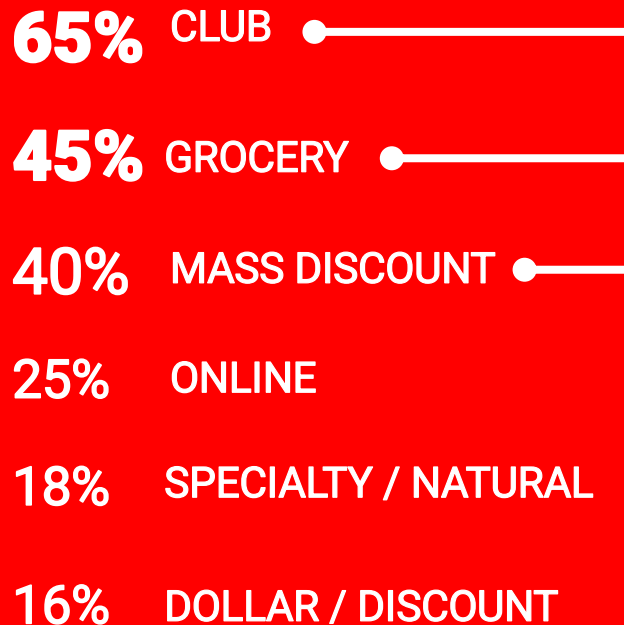


PATH TO PURCHASE – TRIP MISSION

Retail Channels Shoppers Typically Use For:

THE BIG PANTRY STOCK-UP TRIP



While consumers claim they go on their weekly or monthly stock-up trips to a variety of channels, the **Club channel** rules when it comes to big stock-up trips, followed by Grocery and Mass Discount.

SOURCE: FOOD SHOPPING IN AMERICA 2017 REPORT

BASE: SHOPPED CHANNEL IN P30D

hartman
GROUP

