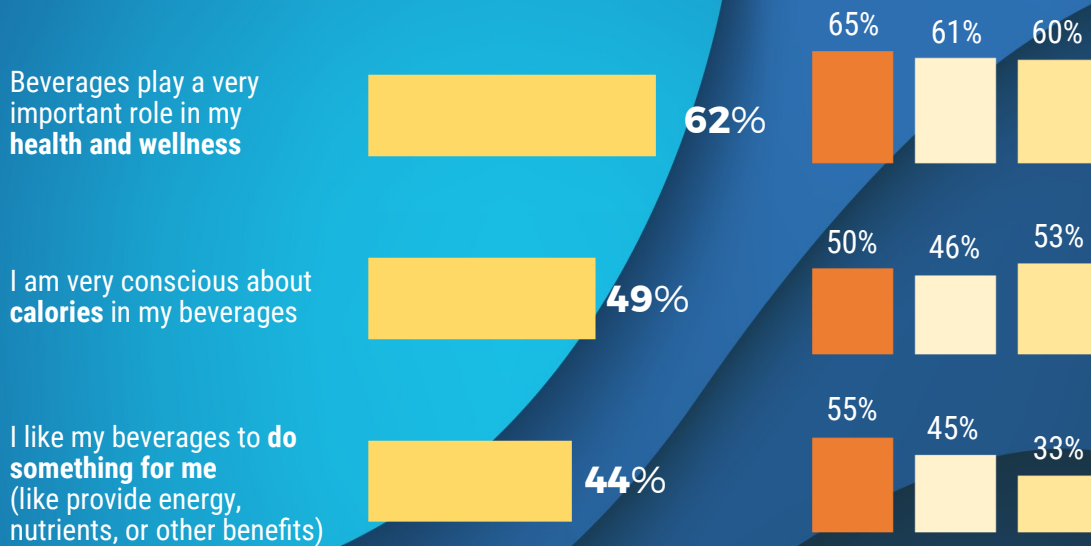


# Consumers Look for Functional Benefits in Beverages

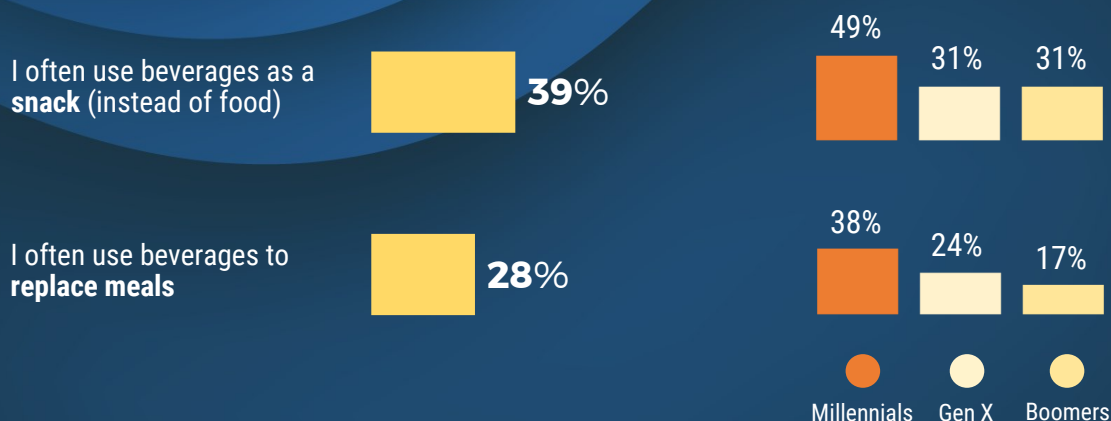
## YOU ARE WHAT YOU DRINK

Understandings of wellness have come to encompass what we eat and drink, and beverages are increasingly used as a source of nutrition and substitute for food.

### Health + Wellness in Beverages



### Beverages as Snack and Meal Replacements



#### HARTMAN INSIGHTS

When Gen X and Boomers were younger, replacing food with a beverage was almost always a weight loss technique. Today's meal replacements are designed not for weight loss (though that may be a benefit as well) but for *convenience*. Millennials' desire for functional benefits from their beverages is highlighted by changing norms around meal replacement drinks.

Source: *Modern Beverage Culture 2018* report.