

Top-Tier Considerations When Choosing Which Food and Beverage Products to Buy

The Hartman Group's *Brand Ambition: Food and Beverage Private Brands & Beyond* report finds that consumers consider **taste, price and quality** as the first-tier criteria when choosing which foods and beverages to buy.

Top Five Selection Drivers

(Among Category buyers, Average across 8 profiled categories)



To choose a product, consumers want to know how it will **satisfy taste expectations**, whether it is offered at an **acceptable price** point, the **product makeup** and **provenance**. **Brand plays a supporting role**, often standing in for a constellation of properties consumers seek, including distinctive taste experiences.



Source:
Brand Ambition: Food and Beverage Private Brands & Beyond report