

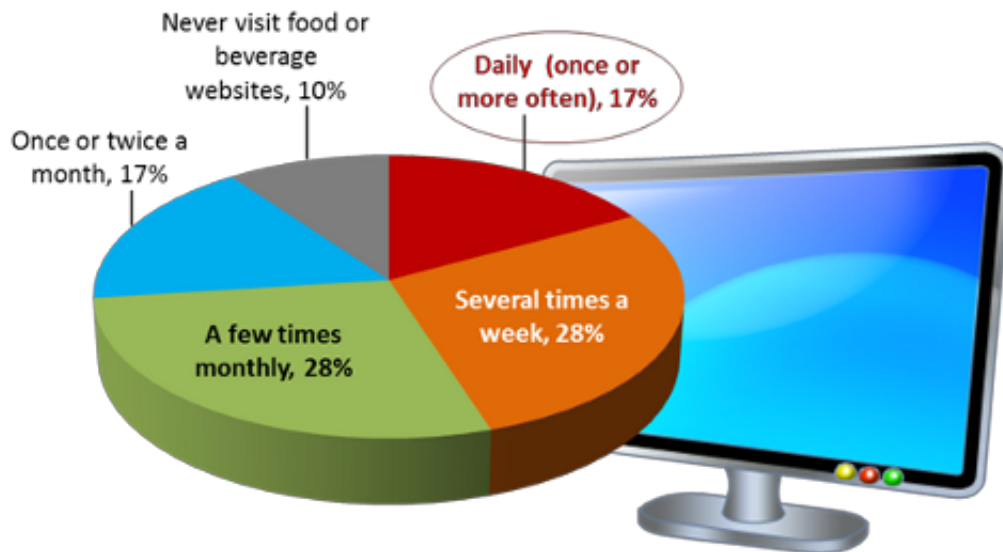
MOBILE VERSION

Consumers are highly engaged with food-related websites

Today's technology-savvy consumers use the Internet to enrich their experiences with foods and beverages. In our Internet, Mobile Phones and Foods & Beverages survey of members of HartmanSalt.com, almost half (45%) of respondents said they visit food and beverage-related websites often during the course of a week: 17% once or more daily and 28% several times a week. For 3 in 10 respondents, "looking for recipes" is the primary reason for visiting a food website, while 23% visit a food or beverage website to seek nutritional information.

FOOD & THE INTERNET

How Often Consumers Visit Food or Beverage Websites



Why consumers go to food-related websites:

- 30% - Look for recipes**
- 23% - Look for nutritional information**
- 17% - Watch videos about food prep and cooking**
- 13% - To obtain coupons/specials from manufacturers or retailers**

Source: HartmanSalt.com Internet, Mobile Phones and Food member survey, February, 2013, The Hartman Group, Inc.

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