

**MOBILE VERSION**

## Consumers seeking wellness: focus on what's good and benefits the soul

Consumers are seeking wellness through high-quality food experiences. Fresh, real, and clean foods and beverages represent the foundation in treatment and prevention of disease as well as assuring physical and mental energy. Describing foods and beverages in this way enables consumers to focus more on what's "good" and less on self-discipline. Although fresh, real, and clean translates to healthfulness, consumers increasingly balance health concerns with pleasure, reflecting a practical approach to health and wellness in which self-denial is pointless and where "cheating" benefits the soul.



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