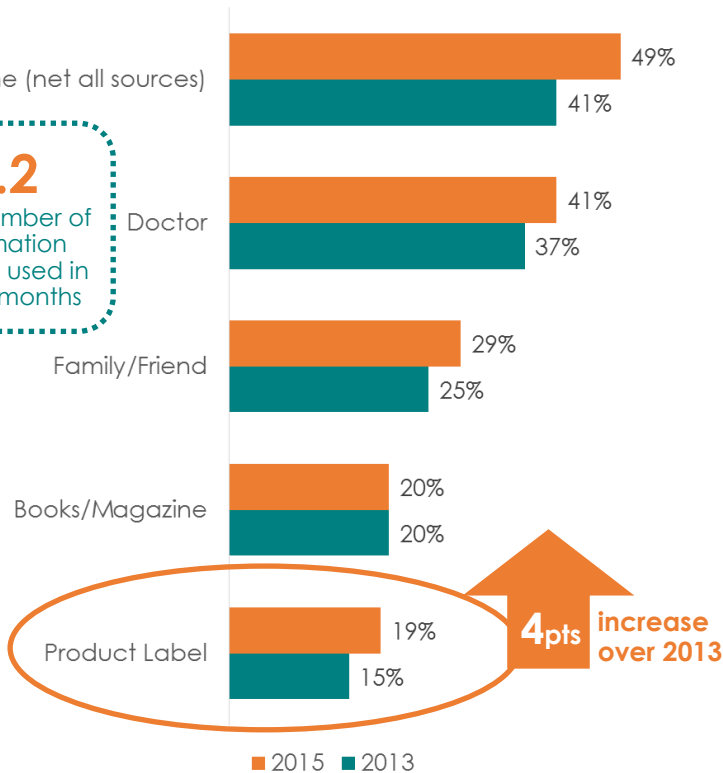


what consumers want on FOOD LABELS

Consumers are paying closer attention to food and beverage labels, scrutinizing what's on the label more today than ever before. While much of the actual label reading occurs at the shelf in a store, the cultural forces behind reading labels are heavily influenced by what is happening in consumers' home lives and where they are positioned in the core, mid-level or periphery in terms of the World of Wellness. A broad range of influences drives consumers to carefully analyze labels that include the effects of the media, consumer life stage, health conditions, food safety and freshness concerns, as well as diet and weight management programs.

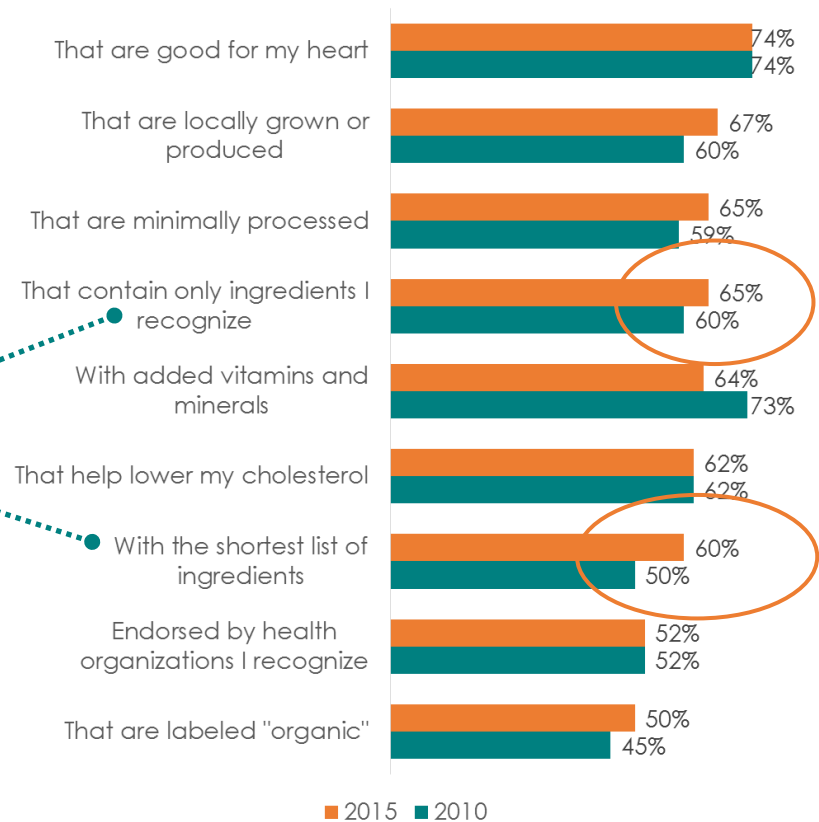
TOP 5 INFORMATION SOURCES CONSUMERS USE TO LEARN ABOUT HEALTH & WELLNESS

3.2
Avg. number of information sources used in past 3 months



WHEN SHOPPING, I LOOK FOR FOODS AND BEVERAGES:

Consumers want simple, clean labels with fewer ingredients that they know and understand



Source: Health & Wellness 2015 report, The Hartman Group