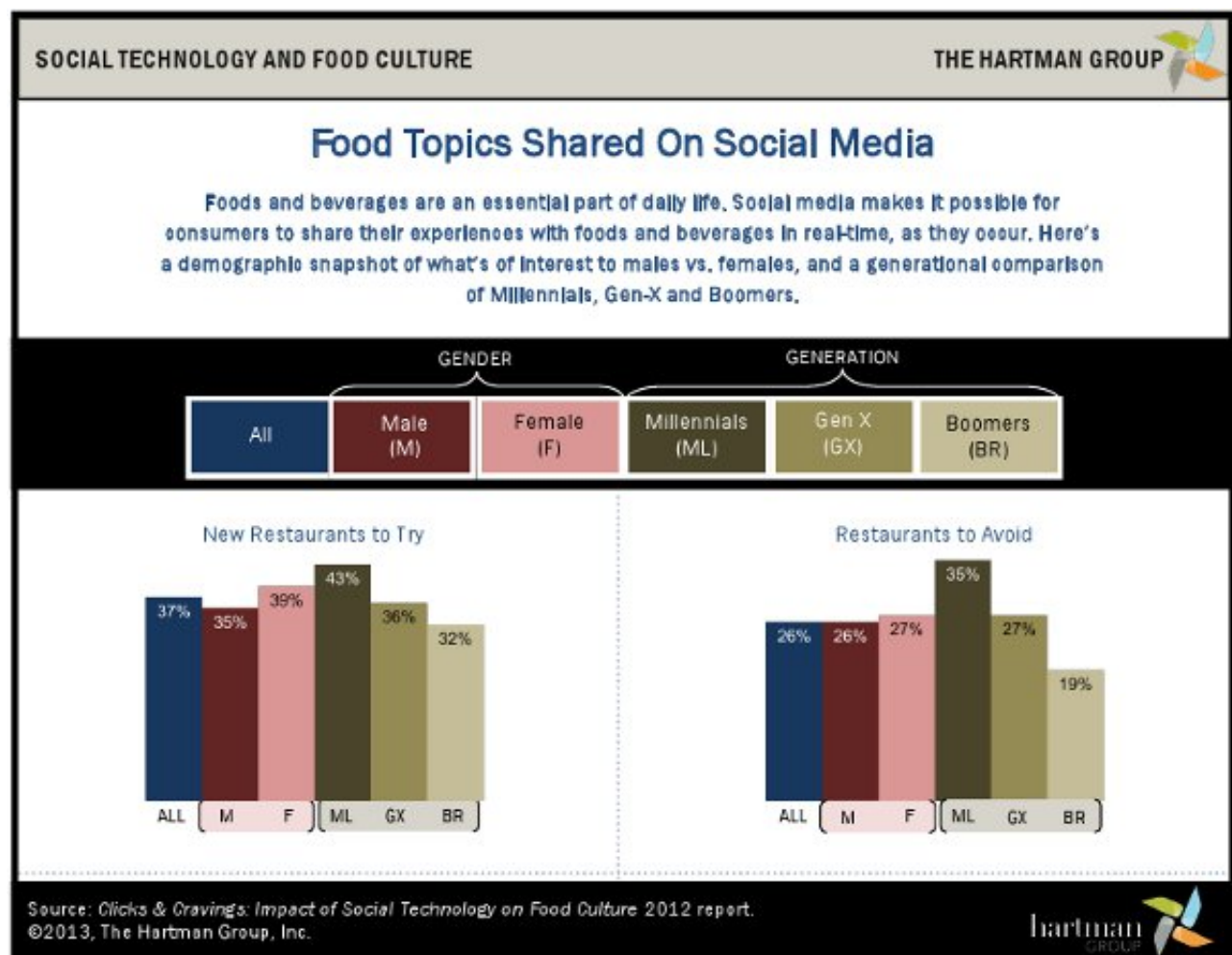


MOBILE VERSION

What do consumers talk about on social media?

Social media changes food culture by influencing how consumers think about, talk about and experience food. With the clicks of our fingers, social media alters the entire lifecycle of a meal from planning, to buying, to cooking, to eating. As consumers use social media to discover, learn, and share information about food, they quickly become more active participants in food culture.



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