



FOOD FIGHT:

A Tug of War Between Channels for Consumers

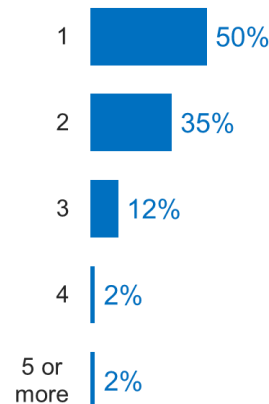
The notion that "food is everywhere" is a refrain heard almost constantly in food industry circles and is an accepted fact among consumers. The Hartman Group calls this the "Roadside Pantry Effect," the idea that consumers now navigate a world of 360-degree food and beverage availability, picking and choosing from a huge pantry of brick and online options.

		Grocery store	Mass/ Discount store	Drug store	Dollar store	Club store
When was your last shopping trip to a...	Past 48 hours	41%	23%	23%	22%	16%
How soon do you think you'll be going again to a...	Next 48 hours	33%	20%	15%	17%	11%

In the past 30 days, WHERE did you purchase food & beverage?



On your most recent grocery shopping trip, NUMBER OF STORES visited:



For your most recent shopping trip, WHAT was the initial reason?

