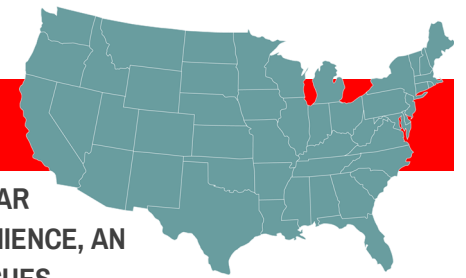


FOOD SHOPPING IN AMERICA

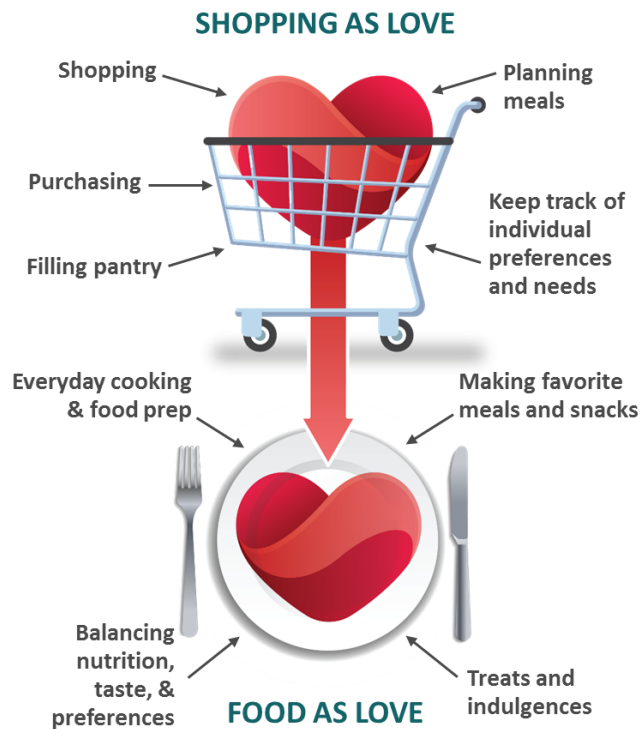
A SNAPSHOT OF SHOPPING TODAY: FULFILLING NEEDS & WANTS



GROCERY SHOPPING CONTINUES TO BE A COMPLEX ORCHESTRATION RATHER THAN THE SIMPLER TASK OF YESTERYEAR CHARACTERIZED BY MULTIPLE HOUSEHOLD SHOPPERS, BUSY SCHEDULES, NEW PERCEPTIONS OF VALUE AND CONVENIENCE, AN EXPANDED UNIVERSE OF CONVENIENT, POTENTIAL STORE OPTIONS, PRODUCTS, PRICES, EXPERIENCES AND QUALITY CUES.

Grocery Shopping Today: Major Shift From Chore to Act of Love

Providing food for the household is an expression of love, care and nurturance for self and others. The ways we feed ourselves and our families may be in a state of flux, but food remains deeply tied to love.



A Snapshot of Shopping Today: Cross-Shopping

Consumers continue to cross-shop multiple channels a month but appear to be making fewer trips than in the past.

Primary shoppers make an average of...

