

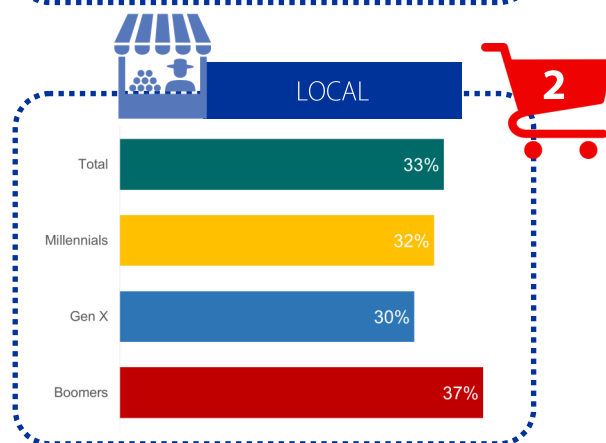
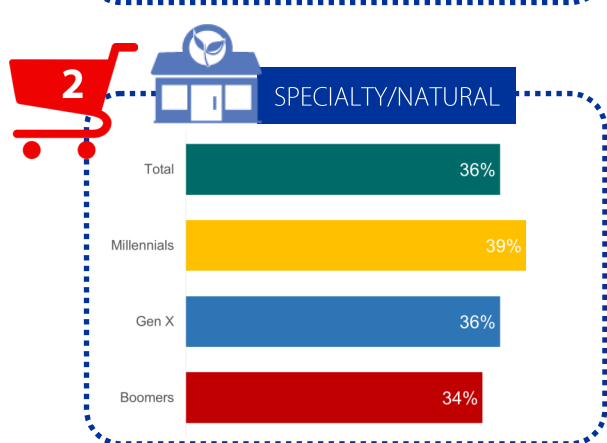
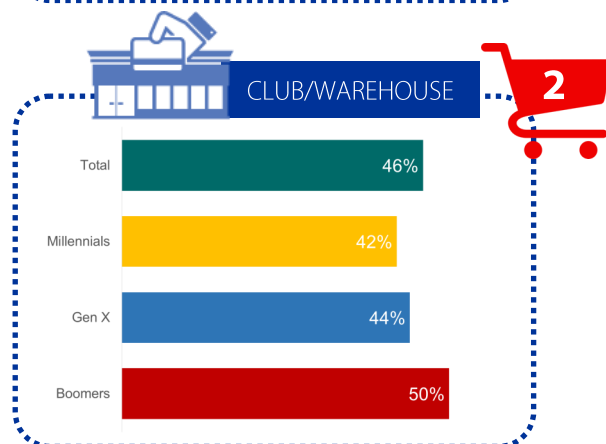
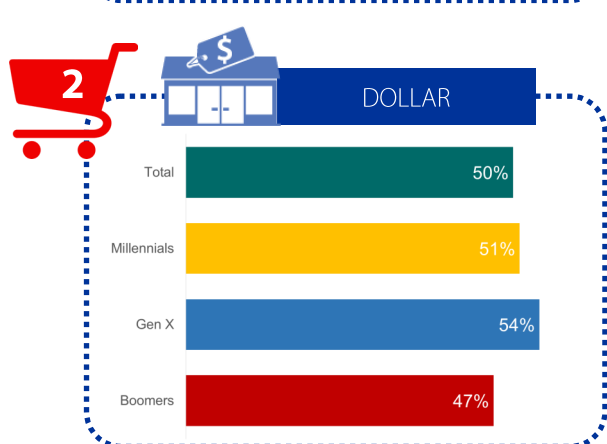
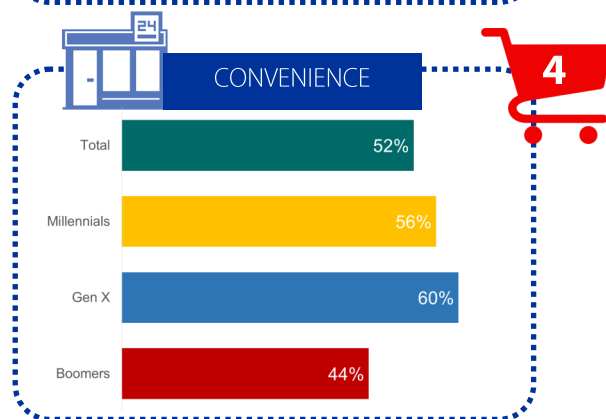
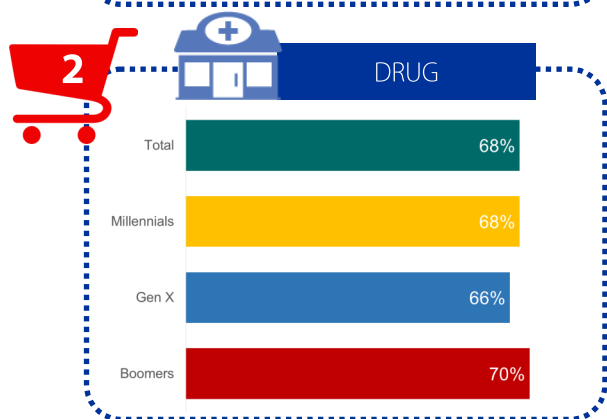
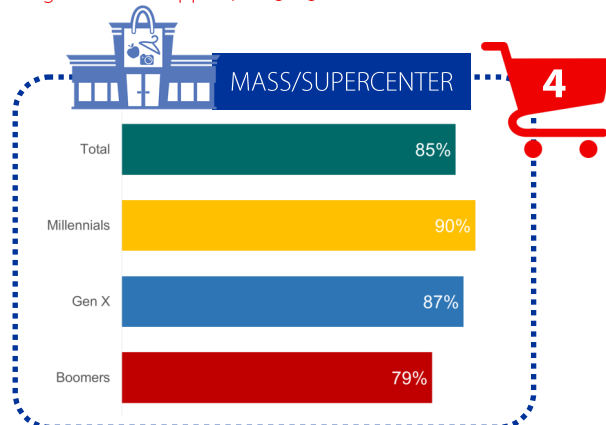
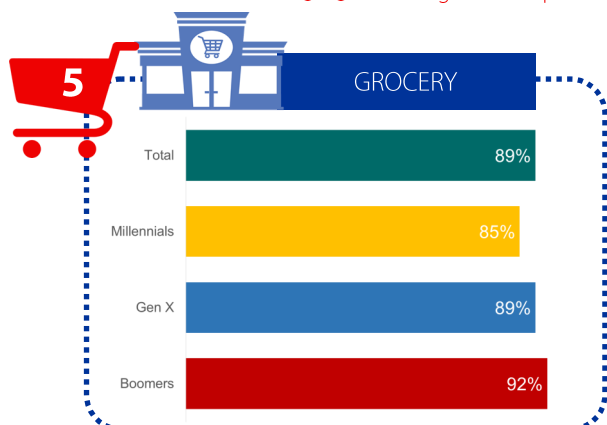
Where America Shops FOR GROCERIES

Traditional grocery continues to be the most preferred and frequently visited channel for food and beverage occasions, with mass/supercenters close behind.

In the past 30 days, which of the following stores did you visit primarily to buy food and beverage?



Average visits in past 30 days (among channel shoppers)



One in ten consumers (10 percent) shopped **ONLINE** to buy groceries and, among online channel shoppers, averaged **three visits** in past 30 days.

Source: [Food Shopping in America 2014 report](#), The Hartman Group