Emerging Trends in Food Culture WILL "MADE ONLY WITH KITCHEN INGREDIENTS" REPLACE "NATURAL" AS THE NEXT BIG MARKETING LABEL?

The Hartman Group surveyed consumers to better understand the potential trend in purity: minimally processed. Here's what we learned.



of consumers say "Made Only With Kitchen Ingredients" is important



of consumers say they have **purchased products that fit the description** of "Made Only With Kitchen Ingredients"

What does this mean for marketing your products' ingredients panel? We will continue to monitor for a "sense of intrigue" from the mainstream consumer to determine if this will have cultural relevance. Stay tuned here as the story unfolds.

Source: Hartman Group proprietary survey and analysis about minimally processed, 2016



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