



*Premium Benefit Pillar*

## **NUTRIENT DENSITY**

*Nutrient Density is the new greens fee for brands that wish to position themselves as relevant to consumers' contemporary health and wellness aspirations.*

*"What is healthy food?" The answer to this question has evolved from looking at the quantities of specific nutrients (good and bad) to evaluating food for its literal and symbolic freshness, all in the pursuit of nutrient density — getting the most from the inherent goodness of food.*

*In addition to being the biggest pillar for premium occasions, nutrient density has cultural importance in our understanding of what is good, healthy and distinctive about food.*

**74%** of premium occasions  
are connected to  
**Nutrient Density**

Source: Hartman Eating Occasions Compass 2016