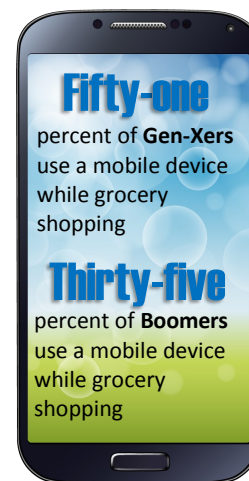
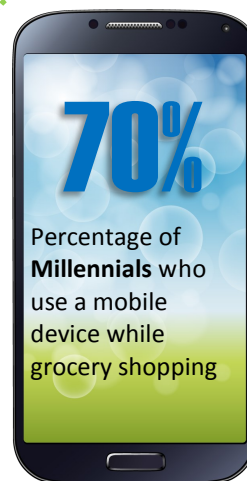
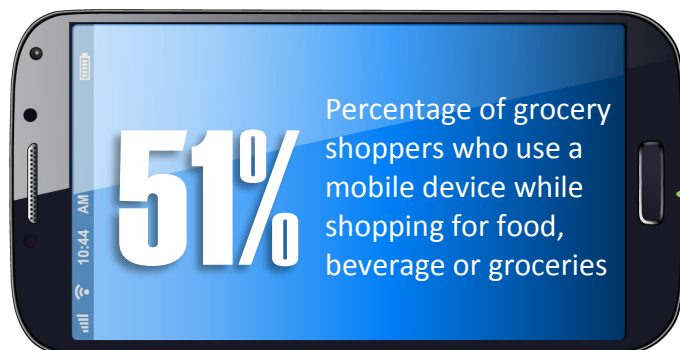




PLANNING & SHOPPING FOR GROCERIES

Technology and social media continue to transform the way consumers shop and connect with food and beverage.



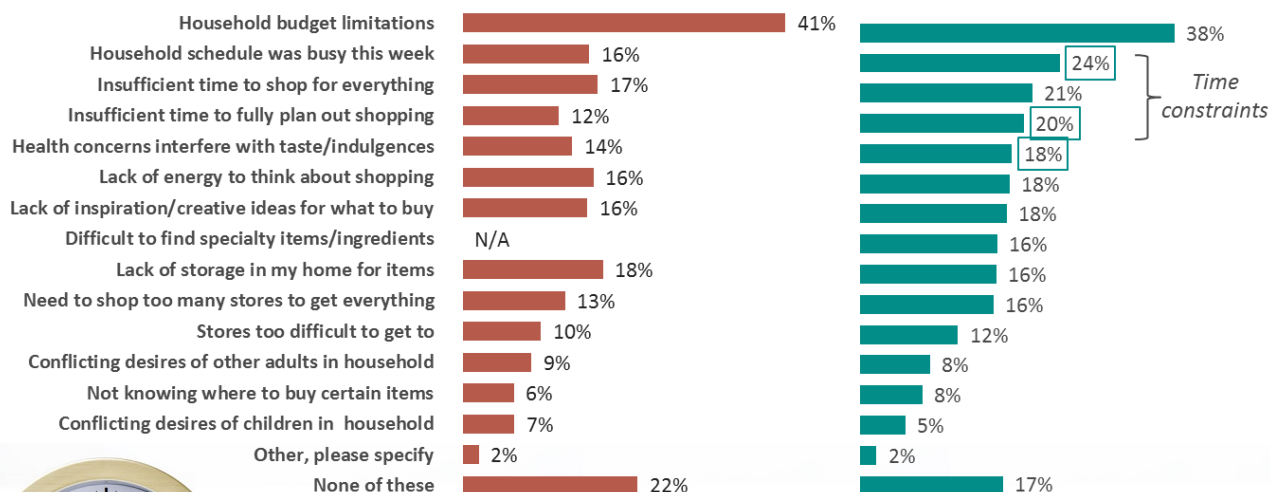
*Yet, America's households face a number of issues that constrain grocery shopping; chief among these are **MONEY** and **TIME***

Top issues that make shopping more difficult

2012

vs.

2014



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

