



How Snacking Differs From Meals

Snacking today reflects consumers' more flexible approach to eating.

Meals

- Meals have culturally defined rules
- Meals have traditionally helped structure the day
- With meals, nourishment is provided, relationships are built and decisions are made
- **Ultimately, meals have a lot of cultural baggage!**

Snacks

- Snacks exist outside the boundaries of meals in a more fluid space where rules can bend and shift
- Snacks can be anywhere and anything, and are playing an increasingly diverse role in people's food lives and food culture
- **Snacks are not a daypart, and snacking is not a category — but it is a huge opportunity!**

SNACKS DIFFER FROM MEALS IN THREE DISTINCT WAYS



SMALLER SIZE
Even if the smaller size happens at a mealtime, it is often thought of as a stand-in until the next "large eating"



BETWEEN TIMES
Snacks intuitively fall in the gray areas between socially/culturally assigned "mealtimes"



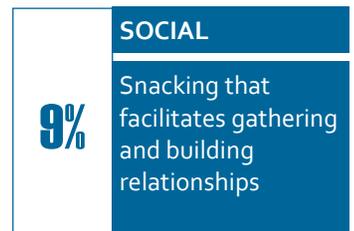
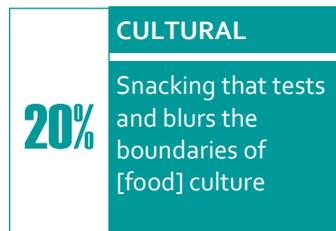
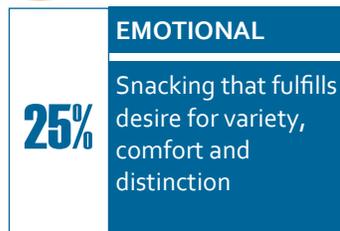
LOW PREP & CLEANUP
Snacks typically involve little or no construction or preparation; any heating is brief and unattended

SNACKING OCCASIONS SNAPSHOT*



of all snacking is **PURPOSEFUL**

20% is **AIMLESS**...driven by an awareness of the availability of the food, rather than the fulfillment of any particular physical, emotional, cultural or social desire.



Snacking has evolved from merely an incidental eating behavior to a purposeful, rich cultural practice.

Source: **Hartman Food & Beverage Compass** database analysis, The Hartman Group
*Which represents your feelings while you were deciding what to have on this occasion?

