

MILLENNIALS

Thoughts on Canned Fruits and Tomatoes



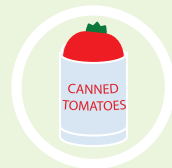
1 THEY ARE SHOPPING WITH A LIST



2 THINKS IT IS EASIER USING "SEASONED" TOMATOES FOR RECIPES



3 THEY ARE TAKING COOKING CLASSES



4 THEY LIKE CANNED TOMATOES



5 WANT NO SUGAR ADDED BUT NO ADDITIVES



6 THEY ARE READING LABELS



7 SUSTAINABILITY IS NOT IMPORTANT AT THE GROCERY LEVEL



8 THEY DO NOT BELIEVE CANNED FRUIT IS NUTRITIOUS



9 CANNOT AFFORD TO DO THEIR SHOPPING AT HIGH END GROCERY STORES



10 WANT PRODUCTS WITH LESS THAN FIVE INGREDIENTS

