



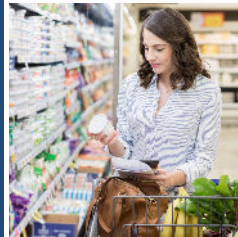
Focus group consumer responses:



“With cans, they have great flexibility. They are in the pantry. I can use them any time.”



“Canned fruit is an easy way to get my kids to eat something that’s healthy.”



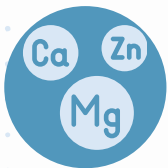
“Easy to make, makes something different each time, can add different things to it.”

“I’ll buy the organic store brand even if it costs a little more.”

Consumers Love Canned!



Canned food is in everyone’s pantry!



Canned food is nutritious!



The Store Brand is a leading brand,



Canned tomatoes and fruit make everyone’s favorite meal!

Data says:

- More than 80 percent of respondents say they rely on canned foods to prepare meals at least a couple of times each month. (CFA Survey, June 2023)
- Canned foods keep their nutrient content. Studies conducted show that canned fruits and vegetables keep certain nutrients, while other nutrients are increased. (University of Maine, Canned Food Can be Nutritious, 12/8/22)
- 96% of shoppers have bought store-brand groceries. Deal-seeking private label shoppers aren’t always low-income. Data found that high-income shoppers and middle-income shoppers also buy store brands. (Salsify Post Pandemic 2023 Global Guide to Consumers)



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