



FAIR MEADOW

TRENDS



94% OF CONSUMERS
SNACK AT LEAST
ONCE PER DAY

55% OF SNACK OCCASIONS
ARE SPONTANEOUS

 **CHEESE**
IS THE #3

FAVORITE SNACK CHOICE IN THE U.S.

50% OF EATING OCCASIONS
ARE SNACKING

THOSE WHO CONSUME
3+ SNACKS PER DAY
HAS MORE THAN DOUBLED SINCE 2010



String Cheese with Jalapeño and Red Bell Peppers

Snacks that are convenient, portable, and satisfying are in high demand. Consumers are looking for a quick-and-easy, less processed snack, with positive nutritional benefits that tastes great. More than 1 in 3 consumers in developed regions eat cheese as a snack between breakfast and lunch. String cheese is a great, quick and easy, grab and go snack that is already portioned out for on-the-go consumers.

- **Natural cheese** made with milk from U.S. Dairy Farms
- Good source of **calcium** and **protein**
- **Individually wrapped** for perfectly portioned snack
- **Trending flavors** like Jalapeño and Red Bell Pepper offers snacking variety

168/.83oz
#045604



MAINES