

NAVIGATING NATURAL



Artificial Flavor & Color Free Cheese

def. artificial

adjective | ar·ti·fi·cial | ahr-tuh-fish-uh |

made or produced by human beings rather than occurring naturally, typically as a copy of something natural.



Artificial Flavor & Color Free Cheese Buyer

The artificial flavor and color free callout has fans of all ages, but they tend to live in the suburbs predominately in the Midwest and West.

These consumers value price first, but do read labels and choose healthier options when available. They tend to lean towards traditional brand name cheese items and shop at larger grocery outlets (Fred Meyer/Meijer). Fans of this callout see it as a very healthy and natural option. They want to enjoy the natural flavors that make a cheese “real.” People who are not interested in the claim question the taste or are confused about why cheese is or isn’t colored now.

Report Overview

- Qualitative Research
- 1000 Respondents
- Ages 18-64, Primary Grocery Shopper (80% Female), Past 6 Month Cheese Purchasers
- Fielded May 2016
- DCM Analysis

Artificial Flavor & Color Free Buyer Profile



Age

18-34	35%
35-49	31%
50-64	35%
Mean	42 yrs



Gender

Male	16%
Female	84%



Education Level

Less than Bachelor's	59%
Bachelor's or higher	41%



Income

Under \$35K	30%
\$35-\$75K	43%
\$75K or more	27%



Region

Northeast	15%
Midwest	31%
South	28%
West	25%



City Size

Major city	20%
Suburb	44%
Small town	23%
Rural area	14%



Household Size

Small Household	46%
Large Household	54%



Ethnicity

Hispanic	7%
White	80%
Non-White	20%

Kids in Household

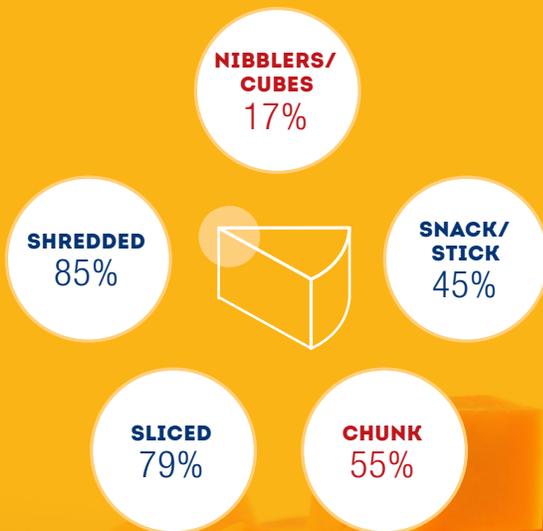
Kids in Household	38%
No Kids in Household	62%

Red indicates Under-Indexing, Green indicates Over-Indexing

Defining Attributes of Artificial Color & Flavor Free Fans

I look at nutritional labels for foods and beverages	75%
I will trade off convenience for health	40%
I try to eat natural/organic foods as much as possible	42%
I often buy products I want regardless of the price	42%
I make an effort to buy animal friendly products	42%
I often buy the least expensive option because price is more important than quality	38%
I often buy the most expensive option because quality is more important than price	22%

FORMS CURRENTLY PURCHASING



Stores Currently Shop for Cheese

Walmart (Net)	63%
Walmart Supercenter	56%
Walmart (not Walmart Supercenter)	12%
Kroger	35%
Target (Net)	25%
Target (not Super Target)	17%
Super Target	10%
Aldi	19%
Sam's Club	15%
Costco	15%
Trader Joe's	12%
Safeway	10%
Meijer	10%
Publix	9%
Whole Foods	9%

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What Consumers are saying



Liked/Preferred

- “I like that without the artificial colors and flavors I can enjoy the natural flavors of the cheese.”
- “I like thinking that I am eating real cheese, not something that has many artificial ingredients.”
- “I think simple real ingredients are better for you”
- “I want my cheese to be as natural as possible.”



Disliked/Not Preferred

- “I don’t mind if there are some artificial colors in the cheese personally, as long as it tastes good.”
- “Why dye cheese? It would be good without coloring.”
- “It seems too good to be true”
- “Not sure if it would be visibly appealing to eat and may be bland.”



For more information on Navigating Natural’s consumer research project, please contact us at hello@glanbianutritionals.com