

# Snacking is Big Business

## We're a nation of snackers

And thanks to the millennial generation's love of between-meal treats – this group is significantly more likely to snack compared to older consumers – this trend is here to stay.

Label-friendly snacks are primed for success

**51%** snack more than three times a day.<sup>1</sup>

**94%** of consumers admit to snacking at least once a day.<sup>1</sup>

**73%** of customers will pay a higher retail price for food or drinks made with trusted ingredients.<sup>2</sup>

Consumers have high expectations for snacks

**20%** of consumers expect added nutrition from their snacks.<sup>1</sup>

Non-GMO is one of the fastest growing claims in the U.S. food industry.<sup>3</sup>

Overall snack sales are projected to grow

**\$35 Billion** in the next five years.<sup>6</sup>

**66%** of Americans seek product claims which avoid negatively perceived ingredients.<sup>4</sup>

## Cargill can supply you with the label-friendly ingredients you need to satisfy consumer demand for nutrient-packed and label-friendly snacks.

### Oliggo-Fiber® chicory root fiber

This versatile and label-friendly ingredient offers many functional and health benefits. It can easily be incorporated into snacks such as cookies and bars, boosting their fiber content without affecting their taste or texture. It can also help you reduce sugar content.

Oliggo-Fiber® chicory root fiber supports weight management, digestive health and bone health, and has negligible impact on glycemic index.

[Learn more](#)

### Cargill plant proteins

Label-friendly pea and soy proteins help you increase a food's or beverage's protein level. There are many factors to consider when formulating high-protein products. Some proteins can affect product taste and texture or affect production. Cargill's technical team can help you determine the best protein or protein blend for your application. We'll help you meet your functional requirements and nutrition goals.

[Learn more](#)

### Canola lecithin

Cargill's canola lecithin helps you deliver a quality product that meets the needs of label-conscious consumers. This non-GMO option may be used in organic products<sup>5</sup> and does not have to be declared as a major food allergen.

[Learn more](#)

### Label-friendly starches

Cargill's plant-derived starches can be used to replace less desired ingredients, resulting in a label-friendly product. Our portfolio consists of native starches derived from maize, wheat, tapioca and potato ideal for texturizing and thickening; pre-gelatinized starches that develop viscosity without the need for heat; and specialty starches which offer unique benefits for specific applications.

[Learn more](#)

### ViaTech® stevia sweeteners

ViaTech® stevia sweeteners help you bring optimal taste and sweetness to your reduced- and zero-calorie formulations. Even in challenging applications such as carbonated soft drinks, bars and cereals, the ViaTech® portfolio of ingredients helps you reduce sugar content by 50 percent or more.

[Learn more](#)

#### Sources:

1. Mintel, Snacking Motivations and Attitudes, 2015
2. Food Insider Journal (March 15, 2017)
3. Mintel, March 2016
4. SHS FoodThink, Snacker Nation 2015
5. Under certain circumstances per 7 CFR §205.606
6. IRI, State of Snacking (2016)