

# Beyond the Bite: Snacking Concepts for Today's Consumer



## Featured Concept:

### Protein Tortilla Chips with Mango Guajillo Salsa

A vibrant salsa with the sweetness of mango, tangy tomatillo & smoky heat of guajillo chili that perfectly complements the protein tortilla chips

## Who it's for:



### Featured Consumer Segment: Impulse Munchers

Snacking is one of life's pleasures. When cravings hit, I'm all about the spontaneous delights. I look for snacks that deliver on indulgence that are crunchy with sweet and salty flavors, but in a small package to enable indulgence without the guilt.



#### Hint of Guilt

78% sometimes feel guilty after eating too many snacks



#### Healthier Aspirations

78% of these snackers aspire to be a healthier snacker



#### Crave Balance

62% find it hard to balance healthy snacks with good tasting snacks

## Why it works:

### Consumer Needs:

Want to bridge the hunger gap between meals with a healthier snack

Seek to quell hunger and provide energy boost without filling them up

Crave varied flavors & textures while snacking

Tendency to savor the moment

### Product Attributes:



**Salsa has 40% reduced sodium** per serving compared to other full-sodium salsas and the chips are made with gluten-free yellow corn masa



**Chips are a good source of plant-based protein** with 7g total protein and 5g complete protein



**Bold flavor fusion of sweet, tangy & spicy** salsa is creamy while chips are crispy & crunchy creating a delicious overall eating experience