

MINTEL STUDY EXAMINES CONSUMERS' ATTITUDES & BEHAVIORS

SHOPPERS MORE CONCERNED ABOUT TOTAL SUGARS THAN HFCS

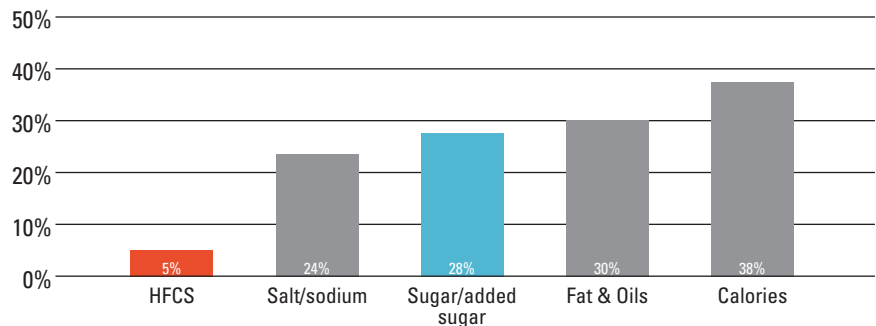
A recent study conducted by Mintel Research Consultancy revealed how primary household shoppers feel about high fructose corn syrup (HFCS), in relation to other sugars and sweeteners. The research, conducted in October 2012 and consisting of 30 questions, surveyed a sample of 2,400 primary household grocery shoppers.

KEY FINDINGS

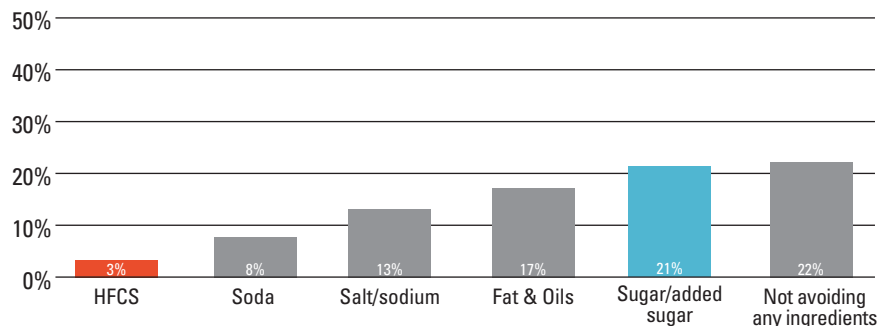
In reading package labels for information, a quarter of respondents indicated that they were looking for "sugar or added sugar." By contrast, only 5 percent indicated that they were looking for HFCS. In the same question, 30 percent of consumers read labels for fats and oils, and 38 percent read for calories.

The study found that 21 percent of consumers were trying to avoid "sugar or added sugar," as opposed to only 3 percent who indicated that they were looking to avoid HFCS. At the same time, 13 percent of consumers indicated that they were avoiding salt, and 17 percent were avoiding fats and oils.

INGREDIENTS CONSUMERS LOOKING FOR ON FOOD LABELS



INGREDIENTS CONSUMERS AVOIDING IN PAST SIX MONTHS



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