

THE CONSUMER ISSUE:

what's hot?

APPEALING TO MILLENNIALS

Be creative and inspiring

GLUTEN-FREE LIFESTYLES

Learn strategies to meet demand

SHORTBREAD ADVANTAGE

A cookie expert shares new ideas

Evidence of this individuality surfaced in the results of a recent study conducted by Y-Pulse and The Culinary Visions Panel. The study revealed that Younger Millennials tend to forego regular meals, preferring instead to snack as they go about their day. Typically, they purchase those snacks, which include baked goods, on the go. Middle Millennials also purchase their snacks on the go, but do most of their snacking in the late afternoon. Older Millennials prefer midmorning and late afternoon snacks and are more likely to pack snacks while out and about.

VULPHONA
CHOCOLATE
CRUNCH
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