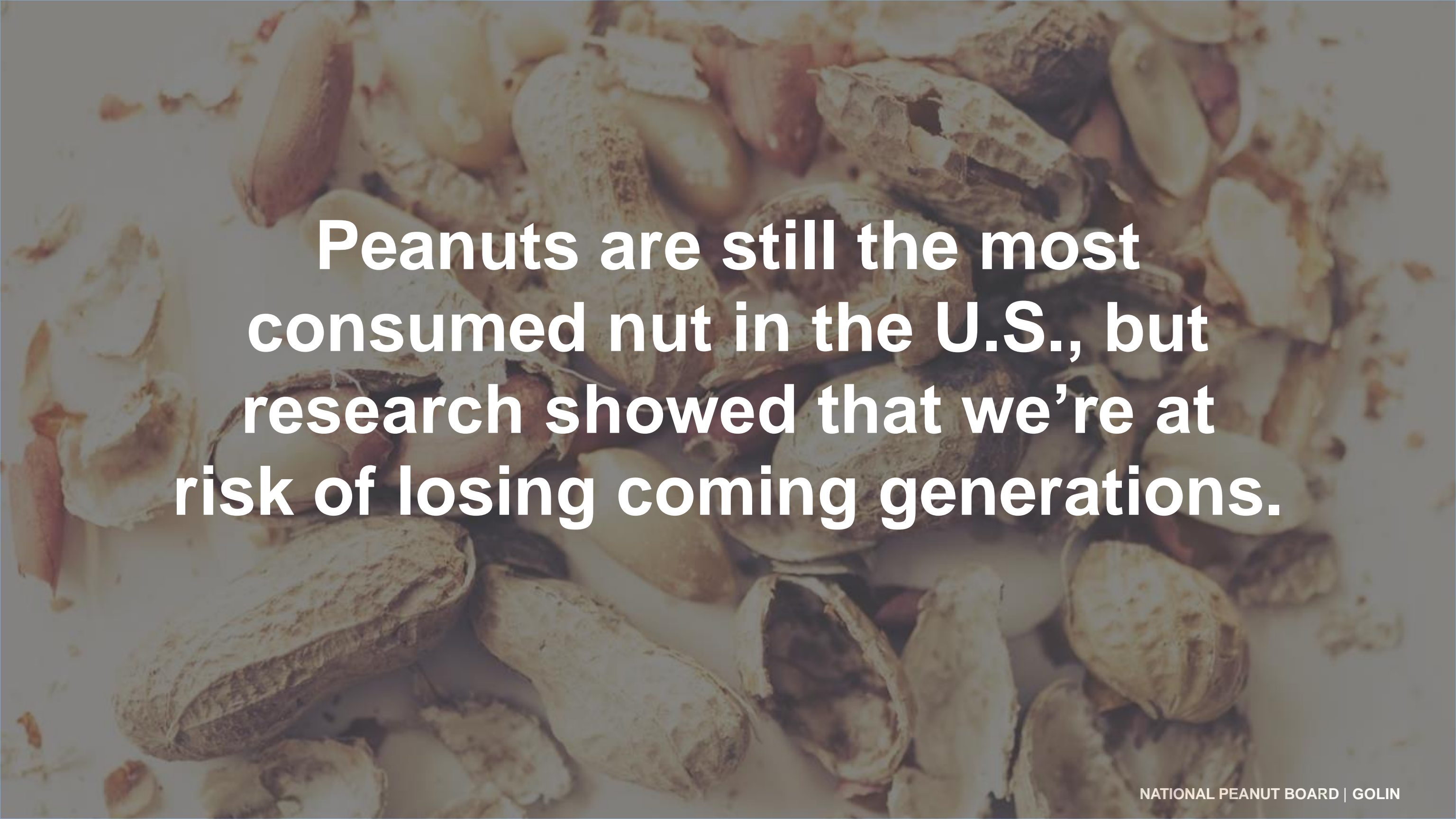


The White Space for **Peanuts**

National 
Peanut Board
AMERICA'S PEANUT FARMERS

GOLIN



Peanuts are still the most consumed nut in the U.S., but research showed that we're at risk of losing coming generations.

Millennials By The Numbers



22–39 years old
(birth years: 1978-
1995)



77.5 million
people



\$2.26 trillion
in buying
power



\$65,002
median
HHI



60%
married or
partnered



47% are
parents

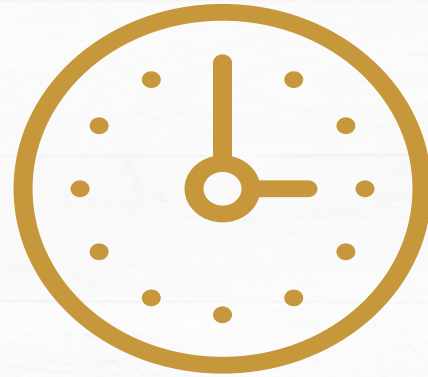


Urban/Suburban
41%/42%

Millennial Attitudes Toward Food



Transparency



Convenience



Consciousness



Experience



Wellness



Perceived Value

Millennials Have Tremendous Influence

Millennials



Gen Z, Gen X,
Boomers



Parenting



Foodies



Consumer Media
(Lifestyle, etc.)



Experience
Over Stuff



Social Media
Enthusiasts



Grocery, Retail,
Food Service



Favor Ethical Brands



Convenience



Health & Nutrition
Professionals



Wellness
Explorers



Perceived Value

“When businesses want to attract the masses, they make sure what they're doing makes their millennial customers happy.

And good, healthy food makes millennials happy.”

– *Forbes*

What's Driving Food Innovation



Their **busy, on-the-go lifestyles** hinder them from subscribing to conventional mealtimes



Their definition of “**healthy food**” is determined by more than **calories** and weight loss benefits



They view **eating as an experience** so they seek out adventurous flavors and unique adaptations on classic items



They are **digital natives** who utilize their smartphones to inform purchase decisions



Busy, On-The-Go
LIFESTYLES

Young people today are shunning the idea of three square meals a day in favor of snacking...for nutrition and energy, to de-stress and for social reasons.”

– *Fine Dining Lovers*

Brands have started to address Millennials' unconventional mealtimes and snacking needs

Smaller Portion Size

Anytime Offerings

On-The-Go Packaging



New Peanut Products





REDEFINING
HEALTHY & NATURAL

“Millennials and the next generation will continue to take the whole "you are what you eat" to an entirely new level.

That is, food isn't just about good nutrition but that what you eat says a lot about your identity.”

– *Wanda Pogue, Chief Strategy Officer at Saatchi & Saatchi New York*

Millennials want to feel good about what they're eating, and have various ways of achieving that

Lifestyle Dieting

Comeback of Frozen Food

Imperfect Products



Walmart 



New Peanut Products





ADVENTEROUS PALETTES

“It’s time to de-mystify the stereotype of the starving college student living on ramen noodles. If Millennials are eating ramen, it is sure to be spiced up and customized.

Millennials are the most ethnically diverse generation in US History, and their palettes reflect it.”

– *Millennial Marketing*

Millennials want their flavors to be as unique and diverse as them

Swavory

Ancient Superfoods

Willingness to Experiment



New Peanut Products





UNLIMITED ACCESS TO
INFORMATION

70% of Millennials use their mobile devices while shopping to consult a shopping list, call, text or email someone in the household, search for coupons, find recipes or research price, products and brands.

– *The Hartman Group*

Millennials expect information about every aspect of the food journey to be readily available

Origin Stories



Recognizable Ingredients



Functional Nutrition



New Peanut Products



What else can peanuts do?

- **Pre-portioned Recipe or Snack Packs:** Explore different packaging forms and sizes so peanuts can be easily incorporated into recipes or used for snacking without consumers having to purchase an entire bag (i.e. crushed peanut topping, smaller portion sizes)
- **Celebrate Naturalness:** Better showcase the fact that peanuts are most often available in their natural state in which no two peanuts are alike
- **Reconsider Frozen Foods:** Knowing that frozen foods are perceived as closer to their natural state, be open to partnerships and integration opportunities with frozen food products

What else can peanuts do?

- **Functional Health Benefits:** Highlight the functional benefits of peanuts through informative social content, even comparing it to other nuts for added proof points
- **Tell a Story on the Packaging:** Consider altering peanuts' packaging/labelling to communicate the story behind the nut in a simple, meaningful way (e.g. the origin story of peanuts grown by local, multi-generational farmers)



Thank You