

# THE FACTS BEHIND SNACKS

Consumers want better ingredients and more clarity

**Mondelez International**

SCAN. SEEK. SNACK. |  smartlabel

## What Consumers Want

More people want to know what's inside the food they eat than ever before.

**94%**



of U.S. consumers say it's important that companies are transparent about what's in their food and how it's made<sup>1</sup>

nearly **75%**



of U.S. consumers consider whether they have access to the full list of ingredients when making food purchasing decisions<sup>1</sup>

**70%**



of U.S. consumers check the nutrition facts panel on packaged foods<sup>2</sup>

## Why Companies Are Paying Attention



**INFORMATION MATTERS**

**83%**

of U.S. consumers would find value in having access to more in-depth product information<sup>1</sup>



**CLARITY FOSTERS LOYALTY**

**37%**

of U.S. consumers would be willing to switch brands if another brand shared more detailed product information<sup>1</sup>

## How We Get Our Information

Instant access is everywhere.



**55%**

of U.S. consumers already conduct product research online or via mobile apps<sup>3</sup>

## A New Way To Get More Food Facts

And now, within-seconds access to detailed product information – including your favorite snacks – is available.

With a simple click, SmartLabel™ provides a fast, easy way to find facts about the snacks you love – whenever, wherever.

 smartlabel™

**75%**

of U.S. consumers say they would use SmartLabel™ to search for product information<sup>4</sup>

## SmartLabel™: Easy Access To Info About Your Favorite Snacks



**scan**

Scan the product's on-pack QR code or barcode, search online OR download the "SmartLabel™ Sponsored by Mondelez International" app on the iOS and Android app stores.



**seek**

Find more product information than ever before - ingredients, allergens, nutrition details and more.



**snack**

Enjoy your favorite crackers, cookies, gum, candy and chocolate, knowing you made informed decisions.

Just a click or tap away from the information you want about your favorite Mondelez International crackers, cookies, gum, candy and chocolate. For more information about the company, visit [www.mondelezinternational.com](http://www.mondelezinternational.com). For information about SmartLabel™, visit [www.smartlabel.org](http://www.smartlabel.org).

## Always Listening

Companies like Mondelez International are committed to helping consumers make better, more-informed snacking choices.



Sources:

1. The 2016 Label Insight Food Revolution Study, Label Insight.

2. Food and Health Survey, International Food Information Council, 2016.

3. Deloitte's 2015 American Pantry Study <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/consumer-business/us-cb-2015-american-pantry-study.pdf>

4. GMA-Benenson Strategy Group, November 2015.