



The Facts on Snacks

SNACKING HABITS IMPACT HEALTHY EATING

A healthy diet can be enhanced or derailed by daily snack choices, but there are bunches of ways that snacks can be smart. Nearly half of consumers want snacks that can be easily eaten on-the-go and view all snacks as an important part of healthy eating throughout the day, so it's only natural that healthier snacks are outpacing indulgent options by nearly five percent, according to a 2011 Snack Industry Survey. As a matter of fact, a resounding 60 percent of consumers seek snack items that can help prevent health problems or manage existing health issues.

However, snacks are not always the hero on the daily plate in the United States, with nearly 600 calories a day attributed to snacking occasions. According to a 2012 Symphony IRI snacking study, snacking occasions have increased dramatically in the past three years and the motivation is not always for the right reasons. While 87 percent of consumers claim they are trying to eat healthier (IRI 2011), their actions counter their intentions. For example:

- The percentage of consumers who snack three or four times a day has increased from 24 percent to 43 percent.
- 55 percent of consumers indicated they are likely to eat what tastes good rather than what is healthier.
- 60 percent of consumers snack for enjoyment and not hunger.

The challenge of healthier snacking is one faced by parents, in particular, as a growing number of parents use snacks as an opportunity to teach kids about healthy eating. Yet, there are only a few healthy items on the list of the top 10 most popular snacks among children ages 2 to 17, according to the NPD Group. Yogurt is the most popular snack, with the remaining top 10 filled out by potato chips, fresh fruit, string cheese and cheese cubes, hard candy, ice cream/fudge pops, chewy candies, corn chips, doughnuts, and snack pies/pastries.

"It's great that fresh fruit is a popular choice, but we'd love to see fresh fruits take over the top 10 list – starting with grapes," said Karen Brux, vice president of marketing communications for the California Table Grape Commission. "Grapes from California are the original super snack because they are simple, flavorful, nutritious, portable and fun. What more could you want in a snack?"

With just 90 calories per serving, grapes from California are an all-natural snack that you can enjoy with no fuss and no muss, making them a super substitute for high-calorie, high-fat, processed foods. Brux noted the sweet taste and snack-size convenience of fresh grapes have already made them the third-most popular fruit in America. "There are lots of reasons to love grapes. We hope our increased communication of health benefits and usage ideas will add to the list."

For delicious ways to snack on grapes, visit www.grapesfromcalifornia.com

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