

Beyond the Bite: Snacking Concepts for Today's Consumer



Featured Concept:

Spicy Coated Crunch Snack Puffs

Features a dense, crunchy exterior paired with an airy, soft center that melts with each bite

Who it's for:



Featured Consumer Segment: Purposeful Snacker

I'm driven by what a snack does for me, not by what the snack is. I choose snacks thoughtfully, prioritizing those that offer functional benefits.



Mindful Choices

64% of these snackers are conscious of making smart choices



Digestive Support

52% choose snacks that help support their gut-health goals



Healthy Options

48% of these snackers only keep healthy snacks in the house

Why it works:

Consumer Needs:

Favor whole grain and high-protein snacks
Prioritize lasting energy

Want high fiber and gluten-free snacks
Prefer label-friendly snacks that align with their better-for-you lifestyle

Prefer familiar snacks with bold flavors
Want snacks that can be shared

Product Attributes:



Crafted with whole grain corn
and sorghum flours to deliver whole grain nutrition and fiber



A good source of dietary fiber
Made with gluten-free flours: corn, sorghum and red lentil



Coated in a bold, spicy flavor
for a craveable kick