

Beyond the Bite: Snacking Concepts for Today's Consumer



Featured Concept:

Spicy Sour Cream & Onion Protein-Packed Puffed Snack

Coated in a bold spicy sour cream & onion flavor-
a classic flavor with a spicy kick for extra craveability

Who it's for:



Featured Consumer Segment: Role Modeler

I'm conscious of setting a positive example
and choose healthy, exciting snacks that
reflect my values. I'm adventurous in nature
and drawn to bold colors and flavors.



Healthy Options

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



Digestive Health

48% of these snackers
are choosing snacks
that help their
digestive well-being



Social Snacking

48% indicated
they only snack
socially

Why it works:

Consumer Needs:

Prioritize high-protein options
Align with the better-for-me lifestyle
Prefer snacks that satisfy hunger
and provide lasting energy

Product Attributes:



9g Total Protein per serving
(7.5g complete protein)

Prefer gluten-free and
plant-based options



**Made with gluten-free
yellow corn flour**
& native corn starch for
label-friendly appeal

Like snacks that can be
socially sharable



Flavor-forward corn-based
puffed snack with a bold
twist on a familiar favorite