



March 9, 2015 Dinner Meeting Speakers

Corn Refiners Association

Sweetener360 Speaker Biographies

July 28, 2014

PRESENTERS

Martin Concannon

Lafayette Associates

Founder and Managing Director



Martin Concannon is the founder and managing director of Lafayette Associates. He has more than 20 years of experience advising senior executives of leading multinationals in the areas of business strategy, corporate finance, performance measurement, incentive compensation and process improvement. Prior to founding Lafayette Associates, Marty held consultant and management positions with several Chicago-area firms, including strategy boutique firm Marakon Associates and process consultants Answerthink and Arthur Andersen & Company.

Sara Martens

Vice President

The MSR Group



Sara Martens serves as a consultant for The MSR Group's major consumer products and services companies. She has spent nearly 20 years in marketing and advertising and has worked extensively in branding and strategy development. Sara earned her undergraduate degree in journalism at the University of Nebraska-Lincoln. She is a member of the Marketing Research Association (MRA), Omaha Federation of Advertising and the University of Nebraska-Lincoln Journalism Alumni Association.

SWEETENER360: An Unprecedented Look at How Consumers Feel About Sweeteners and Why

Presentation Outline

The Sweetener360 is a custom research study commissioned by the Corn Refiners Association and completed in part by Nielsen and Mintel Consulting. It brings together attitudinal research, shopper data and video interviews to provide an in-depth look at how consumers feel about sweeteners, why they feel as they do and how that impacts their purchase decisions.



Presenters Martin Concannon, founder and managing director, Lafayette Associates, and Sara Martens, vice president, MSR Group, will explain the methodology and reveal the significance of the data for food and beverage brands.

QUESTIONS WE'LL ANSWER & HOW WE'LL ANSWER THEM

Who are the consumers who say they're concerned about sweeteners?

Mintel and Nielsen created a unique Sweetener360 Segmentation from the survey data, identifying six distinct segments that account for 88% of all purchases in 15 tracked categories. Consumers who say they're concerned about sweeteners largely fall into two camps – three segments express high concern and three segments don't. We'll take a deep dive into their attitudes, behaviors and demographics.

What sweeteners are they most concerned about?

The Sweetener360 Segmentation revealed that sweetener avoidance varies by lifestyle segment, but sugar is the most avoided sweetening ingredient. In this section, we'll cover ingredient avoidance and usage by segment, including the top five sweeteners used and the top five foods/ingredients avoided.

How does concern about sweeteners affect purchase decisions?

Consumer spending on sweetened food and beverage products is relatively consistent across lifestyles. Every segment is an important purchaser of products formulated with sugar, HFCS, and/or low-/no-calorie sweeteners. We'll uncover purchase behavior by segment and show that sweetener avoidance claims don't match actual consumption.

What's the trend on consumer concern about specific sweeteners?

Overall expressed avoidance of sweeteners has been steady over the past five years and this concern has consistently been many times higher than the concern for HFCS or artificial sweeteners. This section will cover trend data on sweetener avoidance by demographic.

How much do consumer concerns about sweeteners affect my business?

We'll use the Sweetener360 Segmentation to compare consumer attitudes with purchase behavior around up to five of your brands. The analysis will uncover the demographics of light, medium and heavy brand buyers, showing the differences in what consumers say and what they actually do when purchasing your products.

For more information, please visit www.cornnaturally.com/sweetener-360