

Innovation Center offers snacking brochure

ROSEMONT, Ill. — The Innovation Center for U.S. Dairy is offering a new brochure for manufacturers to help jump-start ideas for product innovation for snacking.

The brochure, which was launched at the Institute of Food Technologists annual meeting last month in Chicago, highlights key information from a white paper the center also recently published called “Snacking: Identifying a World of Opportunities for Dairy,” which draws from 18 months of consumer and industry research. (See “Innovation Center for U.S. Dairy white paper on snacking highlights opportunity for dairy” in the July 30, 2010, issue of *Cheese Market News*.) The brochure and the white paper both are available at www.usdairy.com.

The brochure provides a proprietary market structure for snacking and eating occasions, offering manufacturers ideas on areas in which they might want to develop products. For example, one page that features graphics of yogurt snacks explains that lifestyles and trends have changes the way consumers view snacks.

“While snacks were once the domain of indulgent foods, today there is an equal demand for healthy snack choices,” the brochure says. “These fast, nutritious ‘mini meals’ are now a regular part of many consumers’ multitasking lifestyles.”

Data on the snacking occasion also is highlighted throughout the brochure, such as “Sales of food eaten during snacking occasions are estimated at more than \$90 billion annually, and growing,” and “51 percent of snacking occasions are focused on nutrition — a natural fit for dairy.”

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