

**ABOUT THE NPD GROUP, INC.**  
The NPD Group is the leading provider of reliable and comprehensive consumer and retail information for a wide range of industries. Today, more than 1,600 manufacturers, retailers, and service companies rely on NPD to help them drive critical business decisions at the global, national, and local market levels. NPD helps our clients to identify new business opportunities and guide product development, marketing, sales, merchandising, and other functions. Information is available for the following industry sectors: automotive, beauty, commercial technology, consumer technology, entertainment, fashion, food and beverage, foodservice, home, office supplies, software, sports, toys, and wireless. For more information, visit [www.npd.com](http://www.npd.com).



## Eating Patterns in America

### *Understanding U.S. consumers' actual food and beverage consumption behavior*

The NPD Group's *Annual Report on Eating Patterns in America* is the definitive source for detailed information on eating and drinking habits in the United States.

There's much talk about how Americans eat and drink, but only NPD's more than two decades of trended information provides in-depth insight into actual consumption behavior – and, more important, how it is changing. It examines in-home and away-from-home food and beverage consumption, and addresses the impacts of health, nutrition, demographic shifts, and economic factors on consumer behavior related to foods and beverages.

### Business Benefits

- Kick off yearly strategic planning sessions by understanding the latest trends, based on what people are really eating and drinking
- Determine which emerging behavior patterns will be long-term trends, and which will be fads
- Identify new product and market opportunities
- Keep your sales team informed of the latest trends in the food and beverage industry
- Gain from access to a vital data resource that provides instant insights throughout the year

## Methodology

*Eating Patterns in America* is based on data collected by The NPD Group's 30+ databases, including National Eating Trends®, CREST®, SnackTrack®, Dieting Monitor, Kitchen Audit, and many more. This 400+ page report is delivered electronically to your desktop, and includes an executive summary, presentation ready charts and detailed historical data tables – some going back more than 20 years.

Purchasing this report entitles your company to a presentation by *Eating Patterns in America* author and industry expert, Harry Balzer. Voted one of the top 25 Most Influential People regarding how Americans eat and drink by Self magazine, Harry visits nearly all of the top food and beverage marketers each year to present *Eating Patterns in America*; he is also a regular speaker at Northwestern University, Cornell University, the University of Pittsburgh, and other universities and professional organizations. He appears regularly as an expert commentator on television news programs and has been extensively quoted in the national press.

## Industry Expertise

The NPD Group is the definitive source for information about food and beverage consumption in the U.S. and Canada. NPD monitors a wide range of critical trends in consumer attitudes and behavior – including diet and nutrition and food safety and awareness. As the only company to measure what consumers actually eat, NPD is uniquely positioned to help you understand the entire food and beverage market. Our reliable and comprehensive market information is designed to give you factual support for the key decisions that drive the growth of your brands.

## Learn More

For more information call Joe Derochowski at 847-692-1736 or e-mail [joseph\\_derochowski@npd.com](mailto:joseph_derochowski@npd.com).

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## The NPD Group

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Behind Every Business Decision