



Behind Every Business Decision

Harry Balzer
Vice President
The NPD Group

There are not many people in the United States that have followed the actual eating patterns of Americans as long as Harry Balzer, vice president of The NPD Group. A national expert on food and diet trends, Balzer and The NPD Group have been tracking the eating and drinking patterns of Americans for nearly 30 years. He is the author of The NPD Group's Annual Report on *Eating Patterns in America*, which is in its 23rd year. That's why more than 90 percent of the nation's food and beverage manufacturers and restaurant operators rely on Harry and NPD data. Balzer is widely known within the industry as a consistent source for information on actual consumer eating habits ... not just what they say they are doing ... but what they really do!

Balzer received recognition from *Self Magazine* for being one of 25 people in the United States who has changed the way the nation eats, cooks and thinks about food. His television appearances include *Today*, *Good Morning America*, *NBC Nightly News*, *CNN*, and *CNBC*. Balzer has been extensively quoted in *The Wall Street Journal*, *USA Today*, *The New York Times*, *Fortune*, *Forbes*, *Time*, *Newsweek* and a host of other business and trade publications. In addition, Balzer speaks about the latest food-related trends at several prestigious food industry events. He also speaks regularly at prominent universities including Northwestern University, Cornell University and the University of Pittsburgh.

NPD conducts over 30 different on-going food-related consumer research studies. Balzer is available to offer insight and commentary on many industry-related questions, including:

- What and where are Americans eating – at home or away from home?
- What's happening in the restaurant industry?
- How many Americans are dieting and what kind of diets are they on?
- How often do Americans exercise? What are people's attitudes about health and nutrition?
- How often do people cook and what appliances are being used more or less often?
- Which foods are gaining or decreasing in popularity for each meal?
- How do food safety concerns, including mad cow disease and trans fat, affect food consumption?

Harry Balzer is a graduate of Duquesne University and makes his home in Barrington, Ill. To reach Harry Balzer for commentary, please contact Kim McLynn at 847-692-1781. kim_mclynn@npd.com