

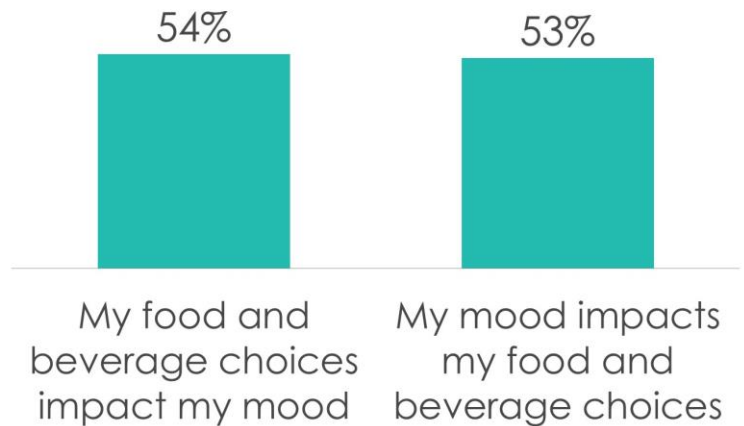


MOOD FOOD

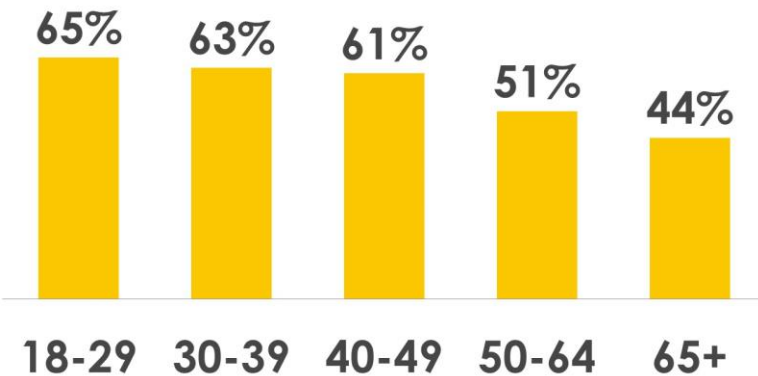
a breakthrough in understanding consumers and their emotional relationship with food

THE “MOOD FOOD” CONNECTION

The mood food relationship goes both ways with most consumers linking their diet with mood, and also saying their mood dictates their dietary choices



CHOOSES FOODS + BEVERAGES TO IMPROVE MOOD



Younger consumers are most active in seeking foods and beverages for mood improvement

Emotional eating was at a high during the COVID-19 pandemic as many people turned to food for comfort. We explore the topic of *mood food* and the accelerated and expanded trends around diet and stress, anxiety, energy, and the desire for healthy indulgence. Connect with us to learn more.