

brussel sprouts



20% of customers purchased brussels sprouts within the past 12 months.

FOR THE FIFTH STRAIGHT YEAR, shoppers in the lowest income bracket have been quite a bit less likely to buy Brussels sprouts than those earning more. Shoppers earning more than \$100,000 annually were nearly two-and-a-half times more likely to buy the vegetable than those in the lowest income bracket.

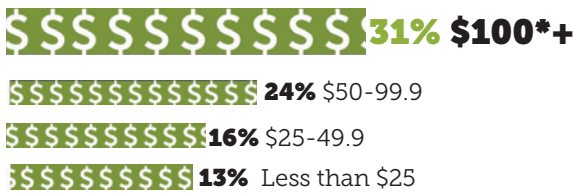
Older consumers are more prone to buy Brussels sprouts than those younger than 40. In fact, shoppers age 18-39 were among the least likely to buy the cruciferous veggie overall (along with Black and "all other" ethnic groups and

Midwestern shoppers).

Caucasians were more likely to buy the vegetable than those in other ethnic groups.

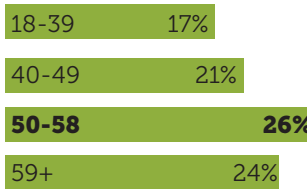
More than one-third of buyers (35%) said they purchased organic Brussels sprouts at least some of the time last year. Eleven percent said they always bought organic, a number up three percentage points from Fresh Trends 2017. ¹⁷

Likelihood of purchase based on household income



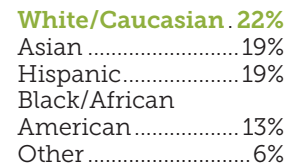
*Figures in thousands; Annual household income

Likelihood of purchase based on age*



*Considering primary household buyers

Likelihood of purchase based on ethnicity



Expand Your Brussels Sprouts Category



- Green Giant™ Fresh has been the #1 brand in Brussels Sprouts for the past four years (2014 – 2017, Total US \$ Sales) and saw 12.5% growth vs. 2016
- Our 16 oz Halved Brussels Sprouts item is the single highest distributed branded Brussels Sprouts product in the nation at 19.0%

Source: IRI Last 52 Wks WE 12/31/2017



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