

THE FACTS BEHIND SNACKS

Consumers want better ingredients and more clarity



SCAN. SEEK. SNACK. | smartlabel

What Consumers Want

More people want to know what's inside the food they eat than ever before.

94%



of U.S. consumers say it's important that companies are transparent about what's in their food and how it's made¹

nearly
75%



of U.S. consumers consider whether they have access to the full list of ingredients when making food purchasing decisions¹

70%



of U.S. consumers check the nutrition facts panel on packaged foods²

Why Companies Are Paying Attention



INFORMATION MATTERS

83%

of U.S. consumers would find value in having access to more in-depth product information¹



CLARITY FOSTERS LOYALTY

37%

of U.S. consumers would be willing to switch brands if another brand shared more detailed product information¹

How We Get Our Information

Instant access is everywhere.



55%

of U.S. consumers already conduct product research online or via mobile apps³

A New Way To Get More Food Facts

And now, within-seconds access to detailed product information – including your favorite snacks – is available.

With a simple click, SmartLabel™ provides a fast, easy way to find facts about the snacks you love – whenever, wherever.



75%

of U.S. consumers say they would use SmartLabel™ to search for product information⁴

SmartLabel™: Easy Access To Info About Your Favorite Snacks



scan

Scan the product's on-pack QR code or barcode, search online OR download the "SmartLabel™ Sponsored by Mondelēz International" app on the iOS and Android app stores.



seek

Find more product information than ever before - ingredients, allergens, nutrition details and more.



snack

Enjoy your favorite crackers, cookies, gum, candy and chocolate, knowing you made informed decisions.

Just a click or tap away from the information you want about your favorite Mondelēz International crackers, cookies, gum, candy and chocolate. For more information about the company, visit www.mondelezinternational.com. For information about SmartLabel™, visit www.smartlabel.org.

Always Listening

Companies like Mondelēz International are committed to helping consumers make better, more-informed snacking choices.



Sources:

1. The 2016 Label Insight Food Revolution Study, Label Insight.

2. Food and Health Survey, International Food Information Council, 2016.

3. Deloitte's 2015 American Pantry Study <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/consumer-business/us-cb-2015-american-pantry-study.pdf>

4. GMA-Benensen Strategy Group, November 2015.