

Do You Know Your Pickle Customer?

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Who is Your Customer?



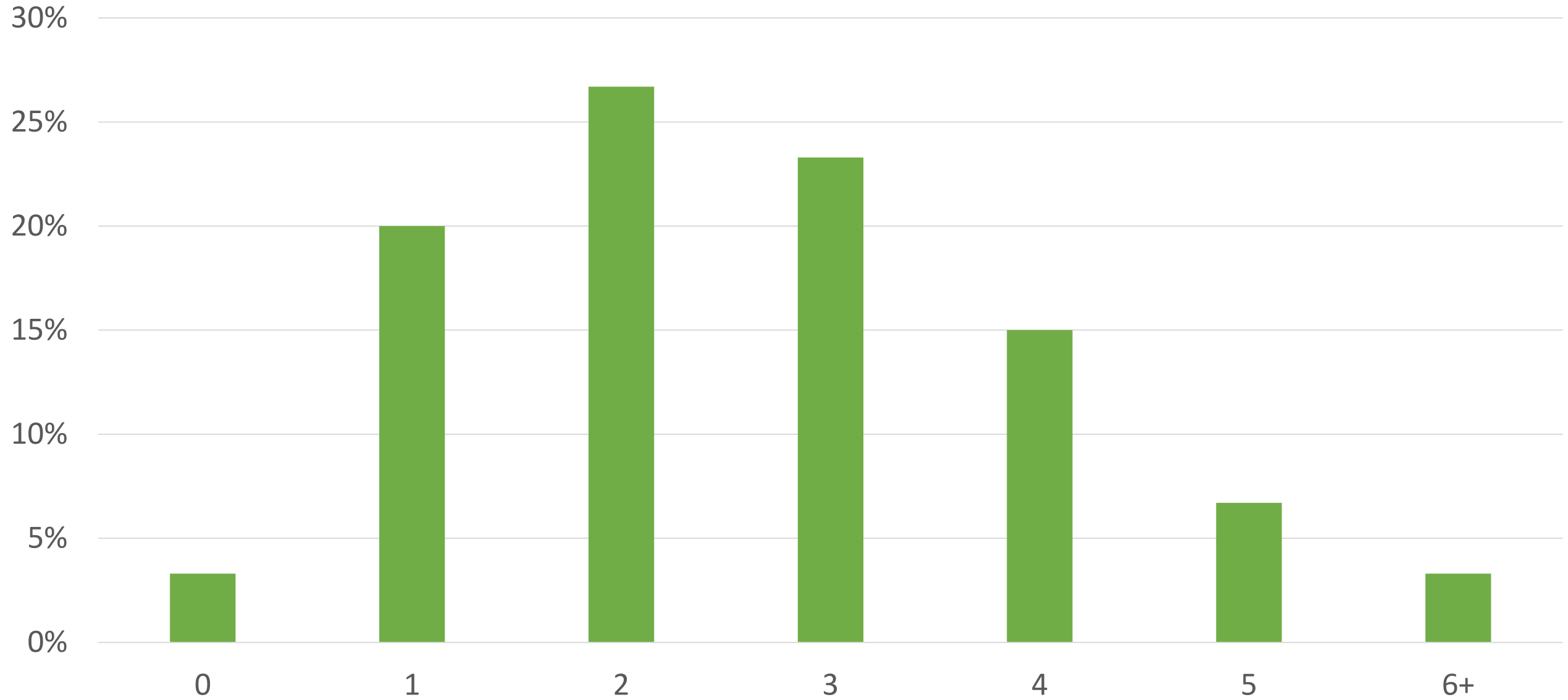
How Well Do You Know Consumers?

How Well Do You Know Your Customer?

- Identical surveys distributed to consumers and pickle industry
- Consumers asked for their opinions and attitudes
 - Online survey panel
 - Over 200 respondents
- Industry asked how they think consumers would respond.

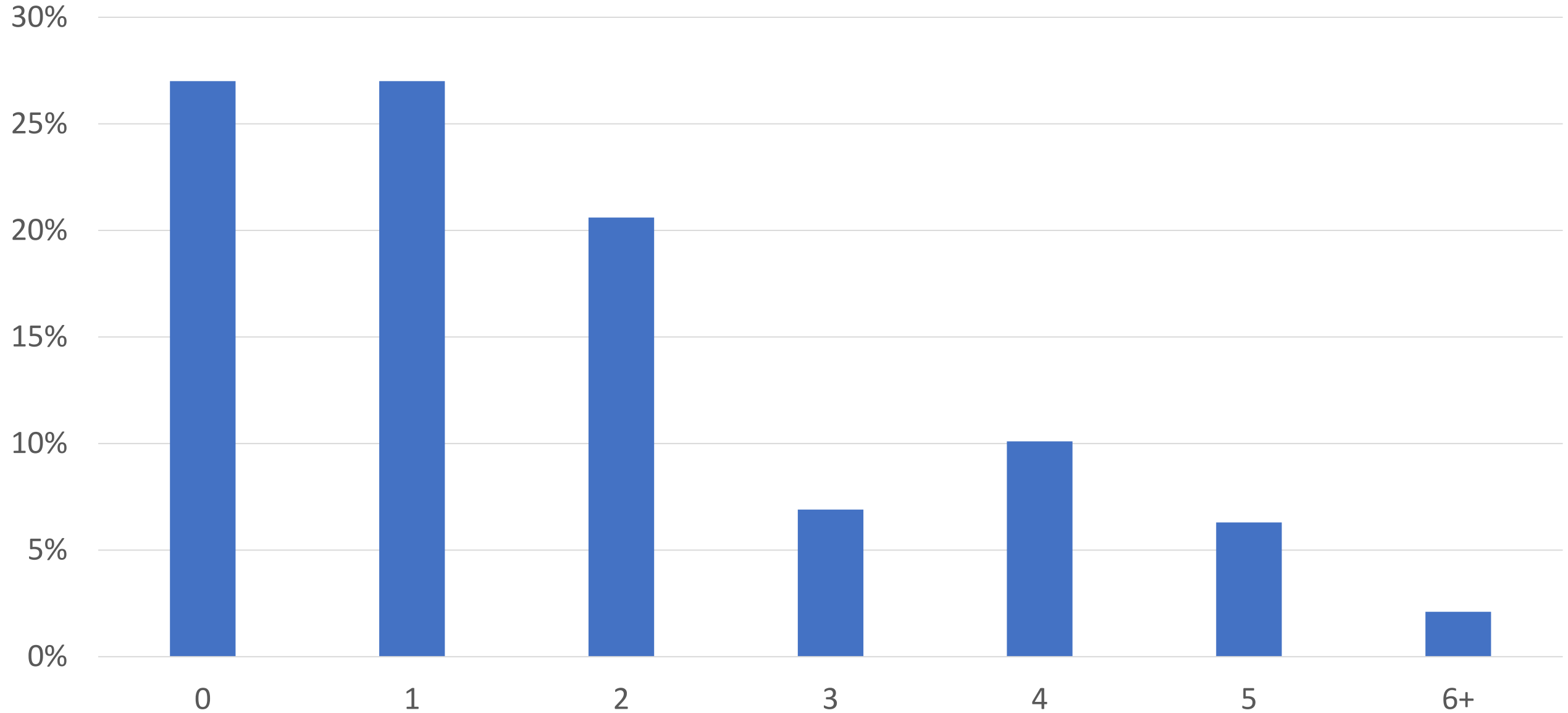
Weekly Pickle Consumption

Industry

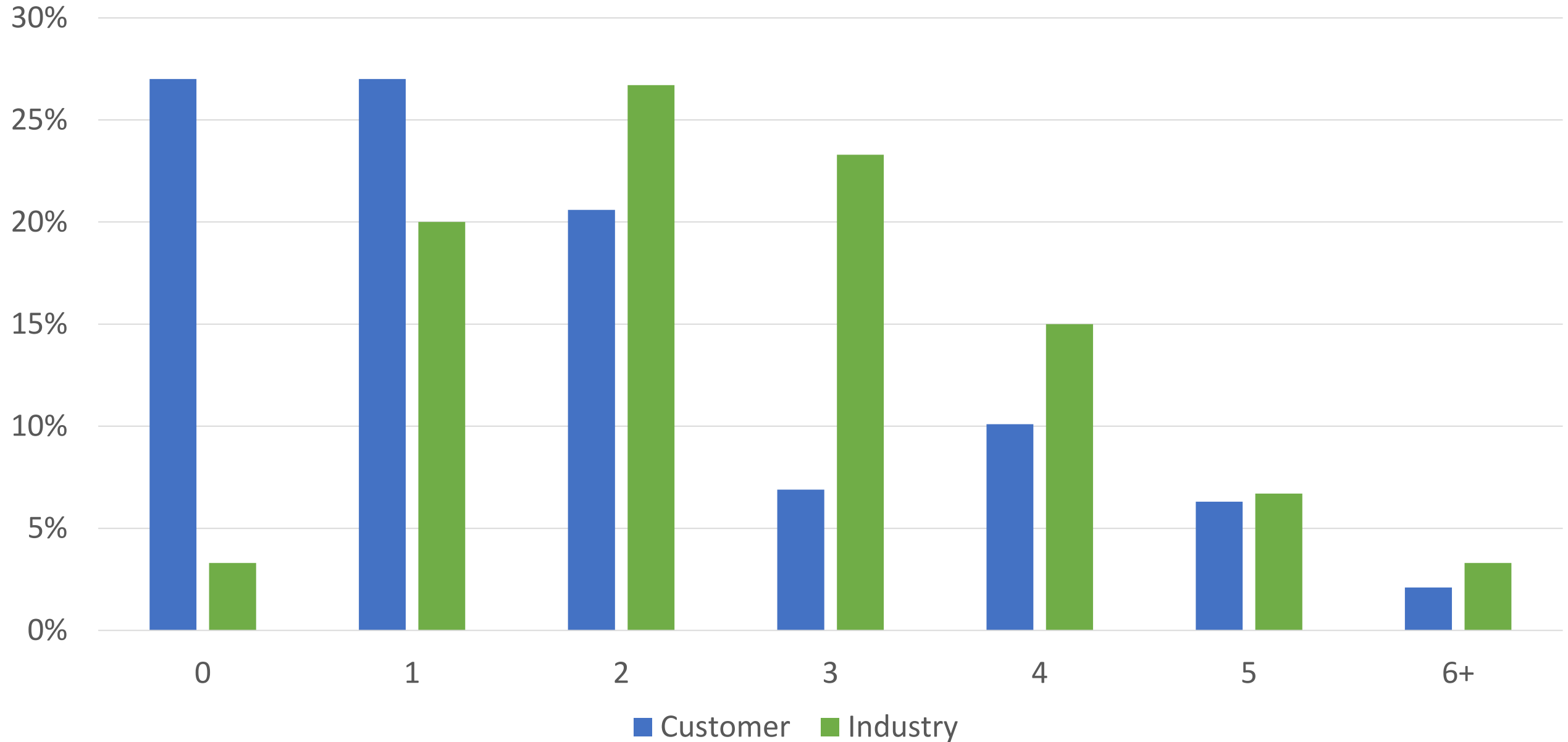


Weekly Pickle Consumption

Customer

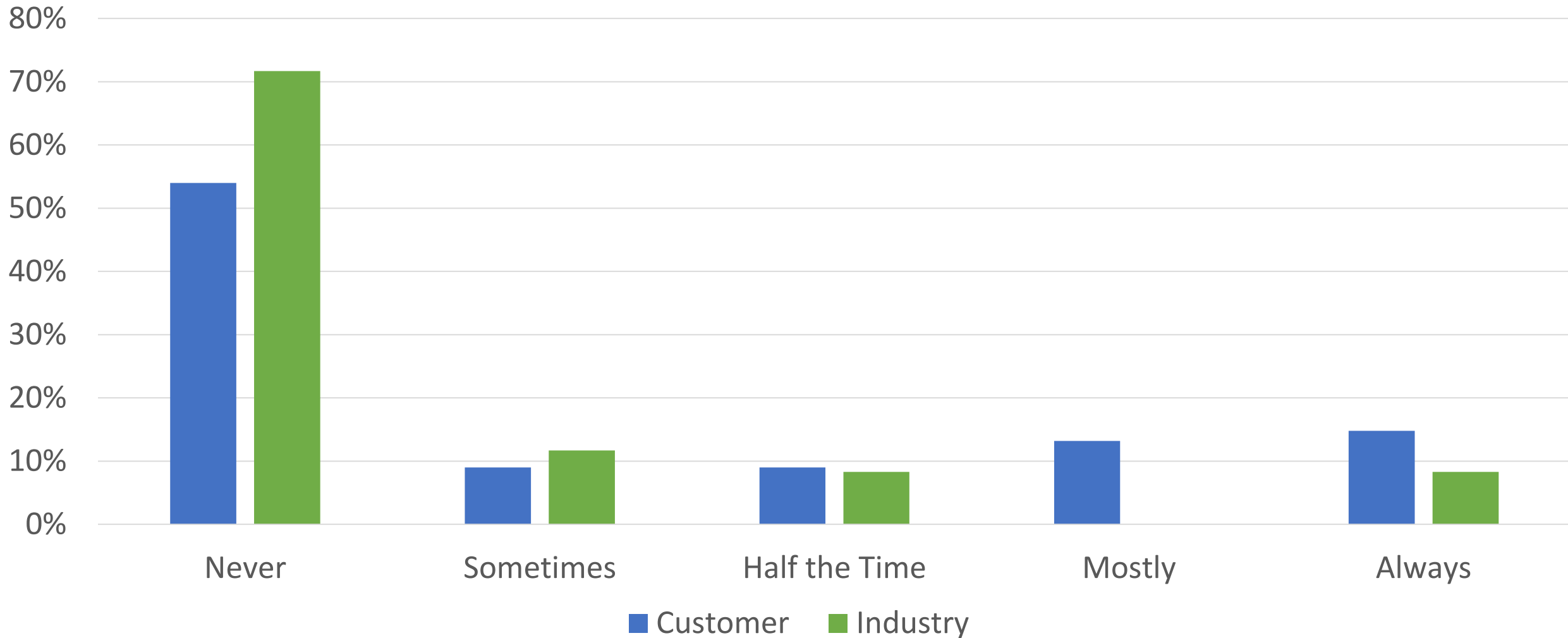


Weekly Pickle Consumption



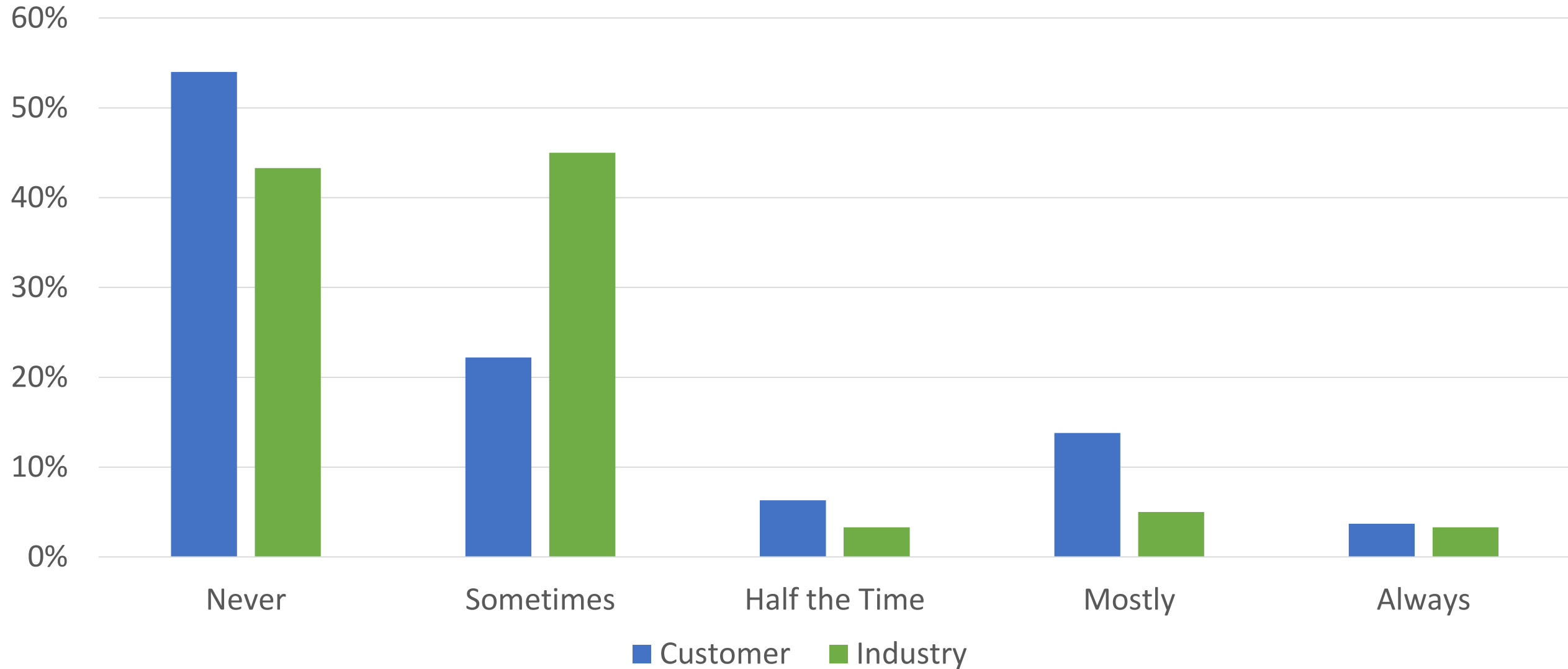
Sandwiches, Hamburgers, etc. Orders

No Pickles



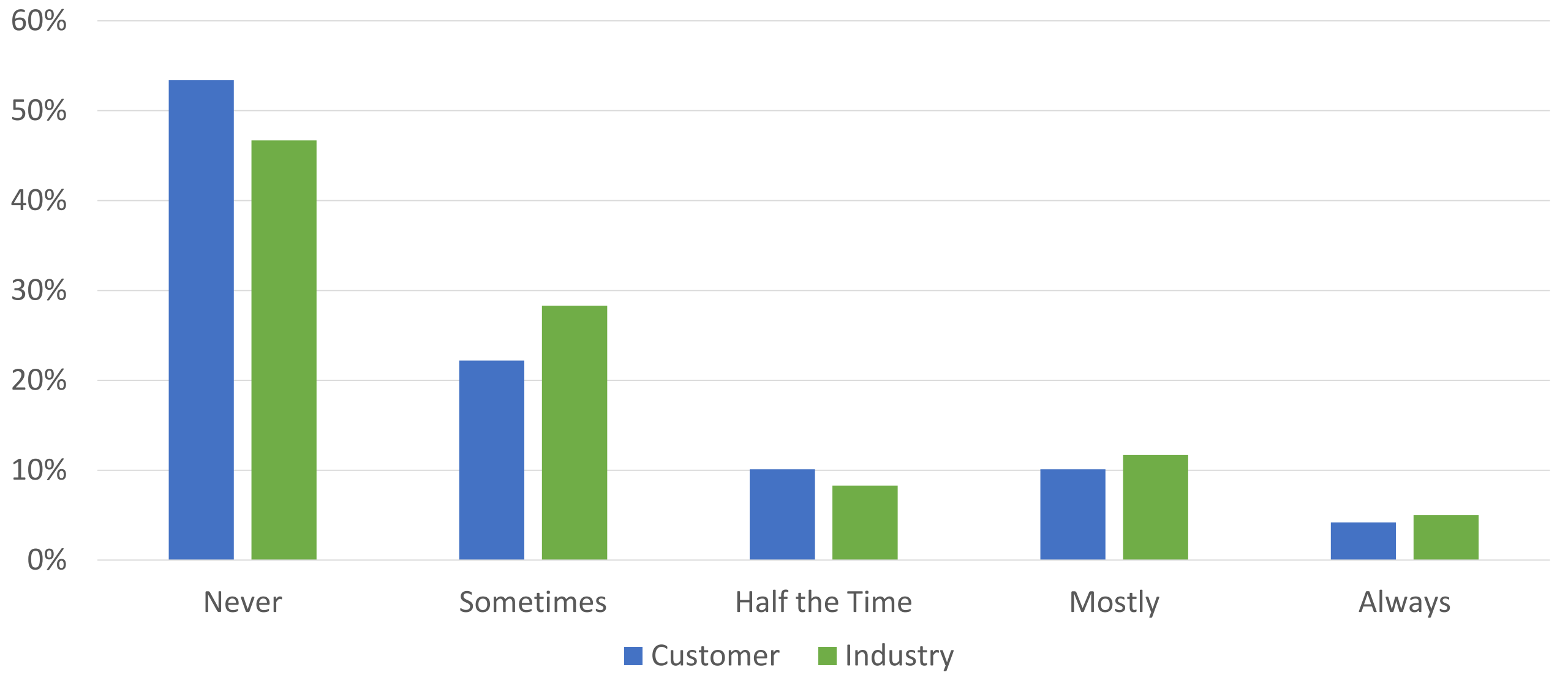
Sandwiches, Hamburgers, etc. Orders

Pickles on the Side

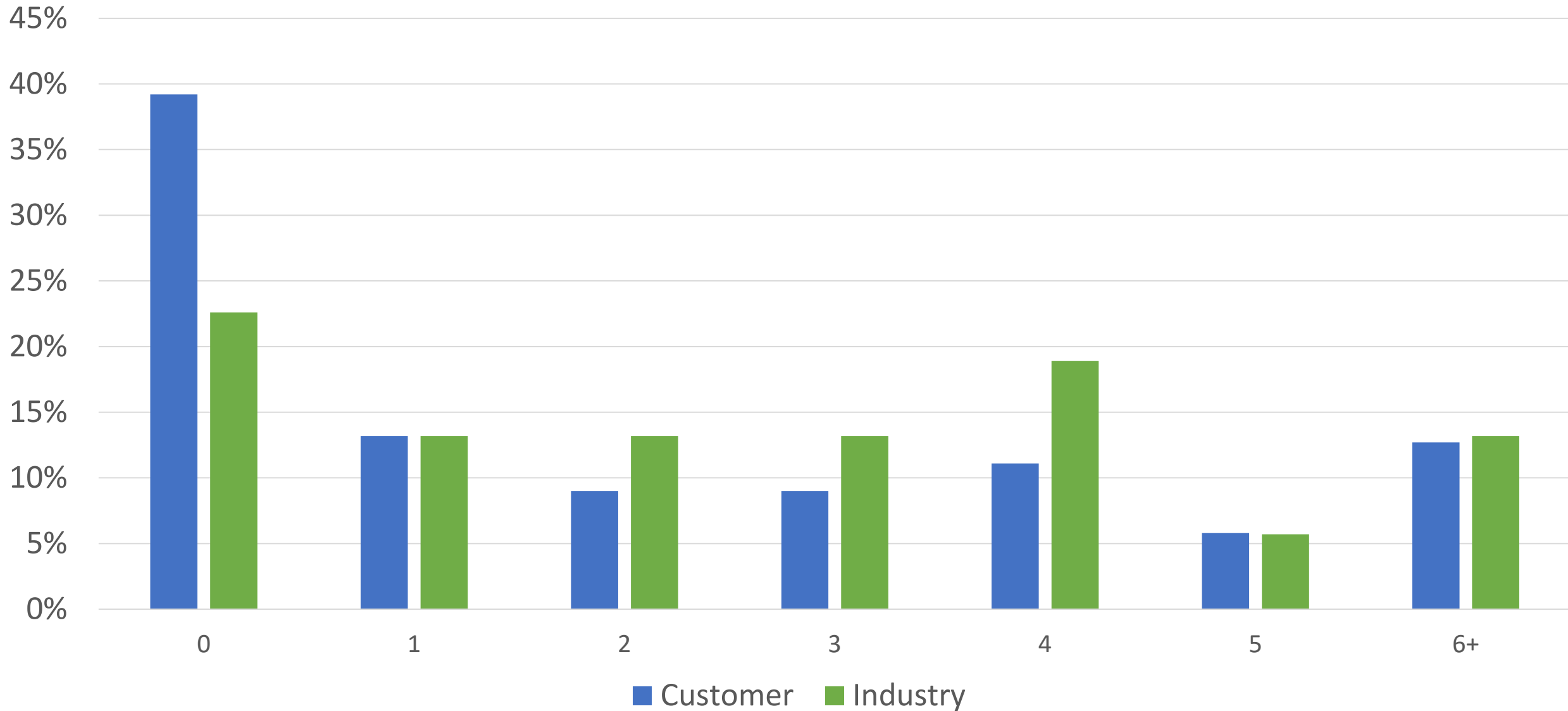


Sandwiches, Hamburgers, etc. Orders

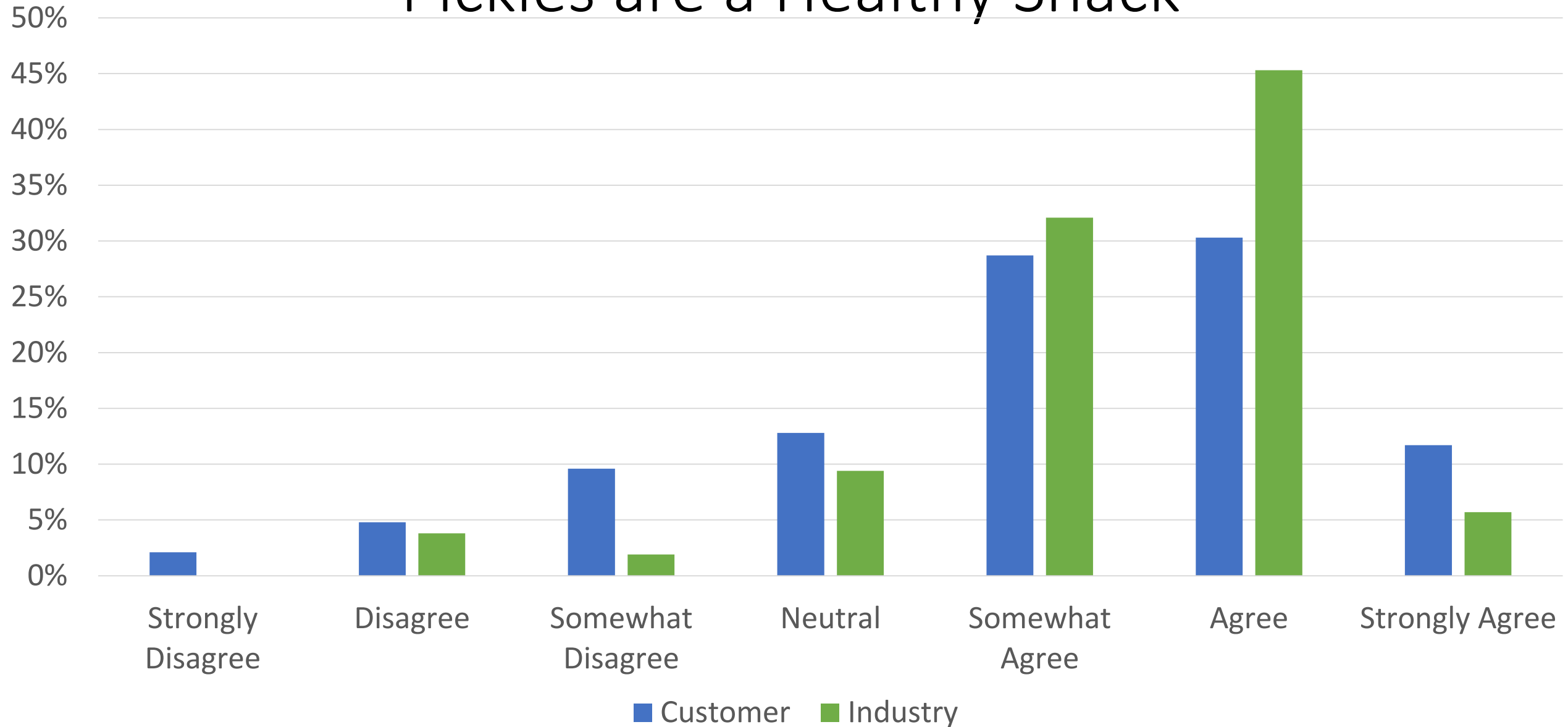
Extra Pickles



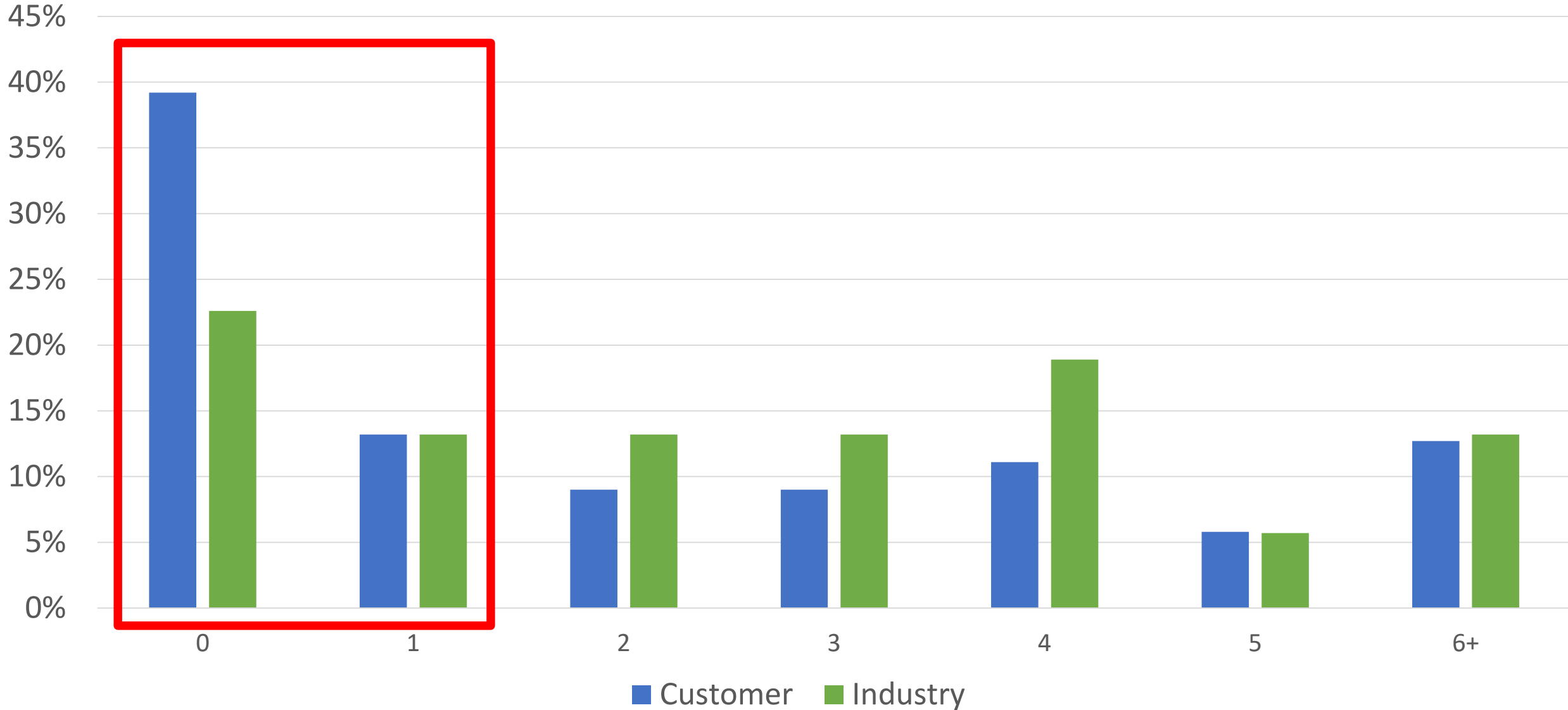
Pickles as a Snack per month



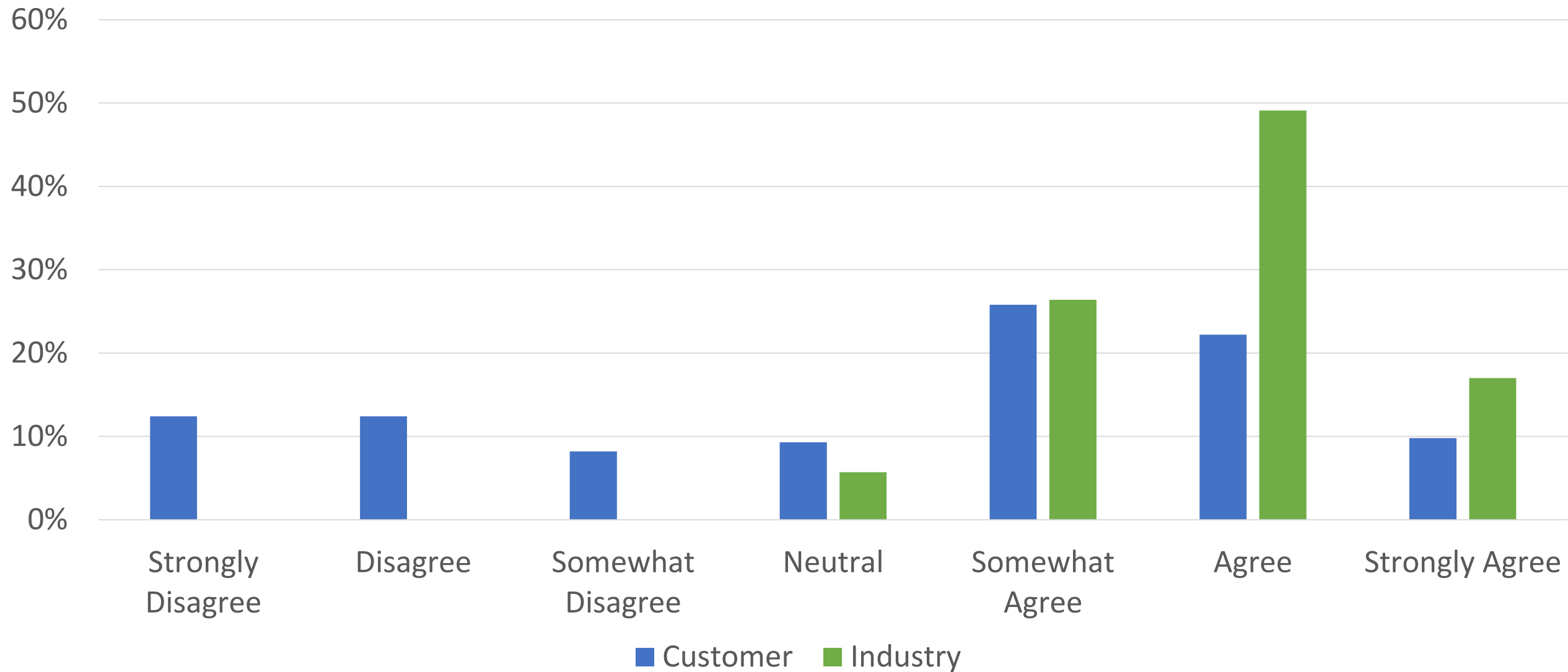
Pickles are a Healthy Snack



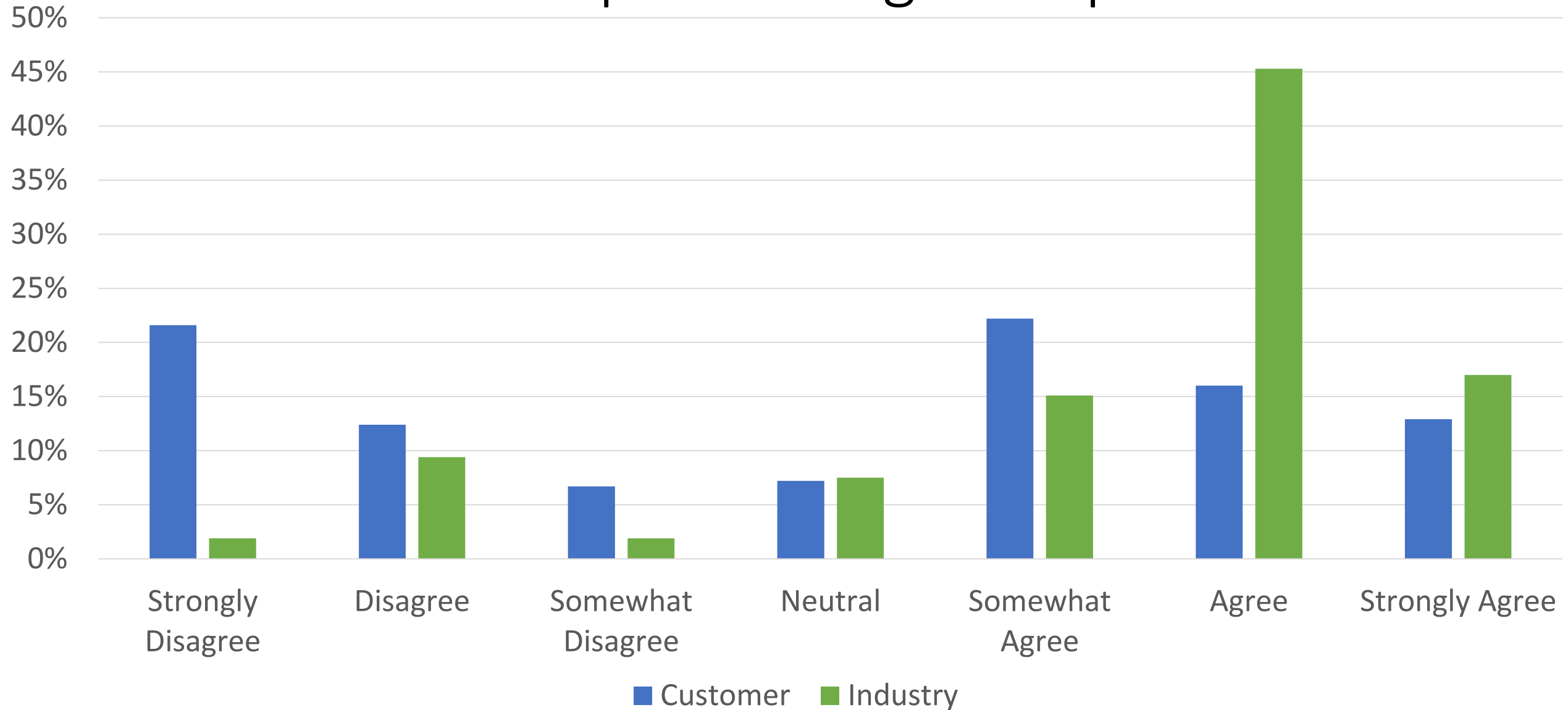
Pickles as a Snack per month



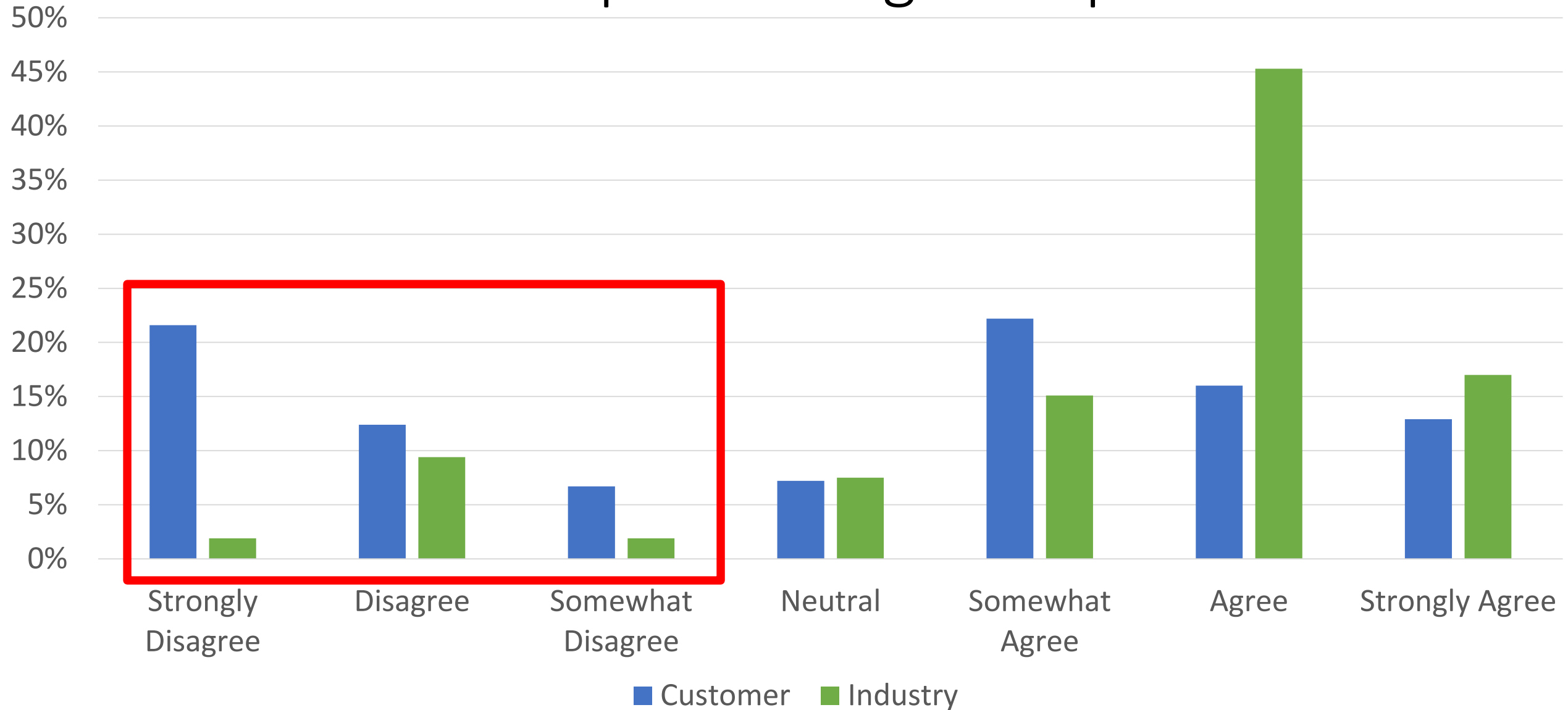
When hosting friends/family, I would serve pickles



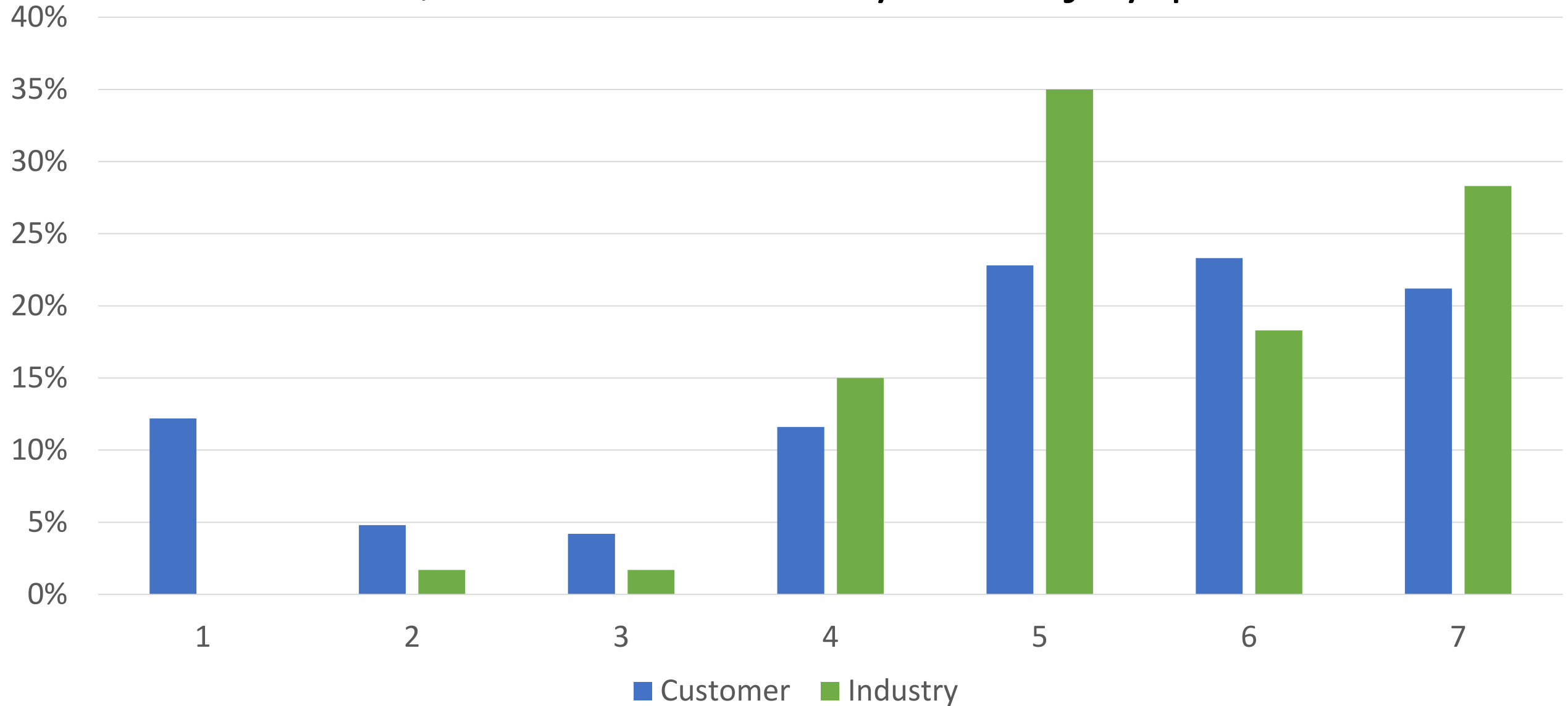
I consider purchasing fried pickles



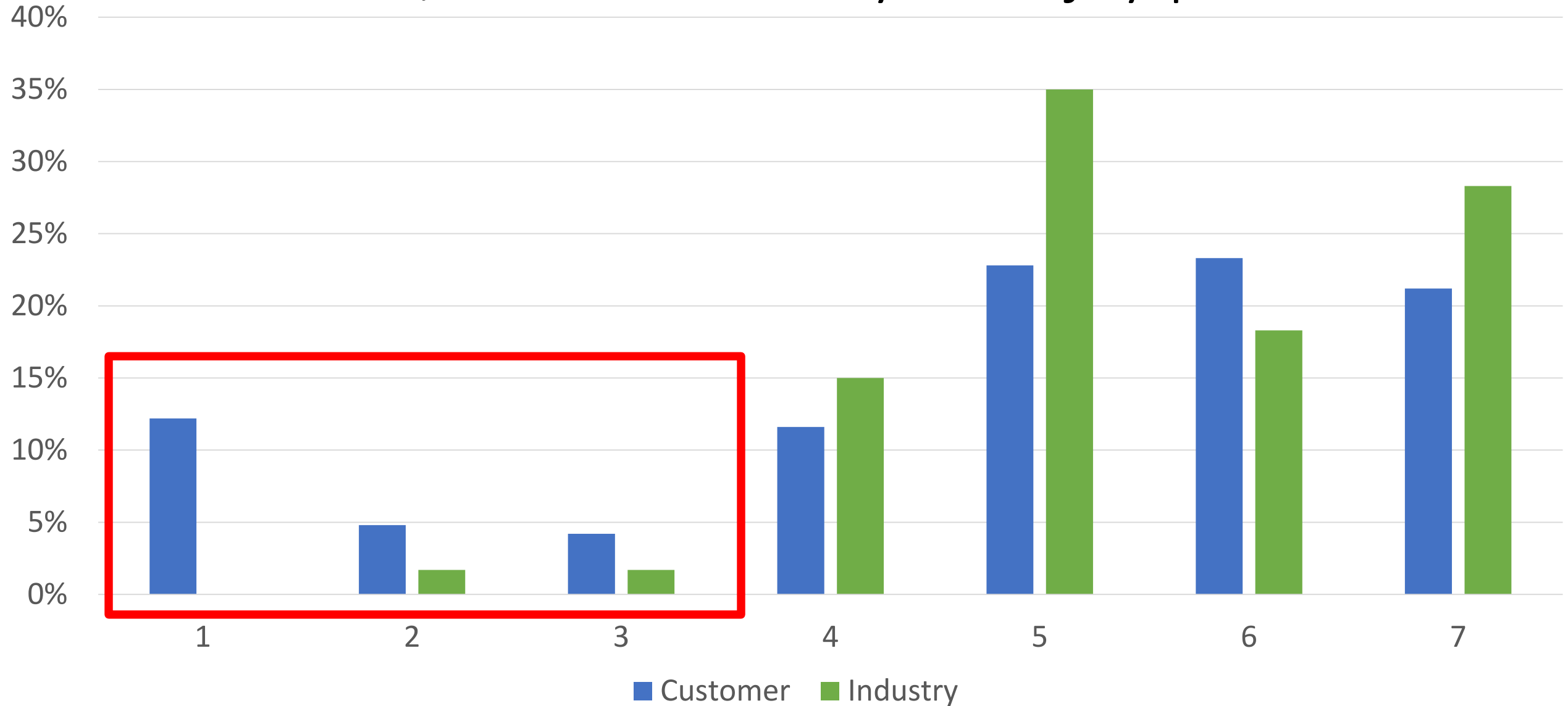
I consider purchasing fried pickles



Overall, how much do you enjoy pickles



Overall, how much do you enjoy pickles



Key Takeaways

- Industry over estimates how frequently consumers consume pickles
- What to do with the “never pickle” people?
- Opportunity to match snacking perceptions with actions
- Increased consumption of pickles away from home