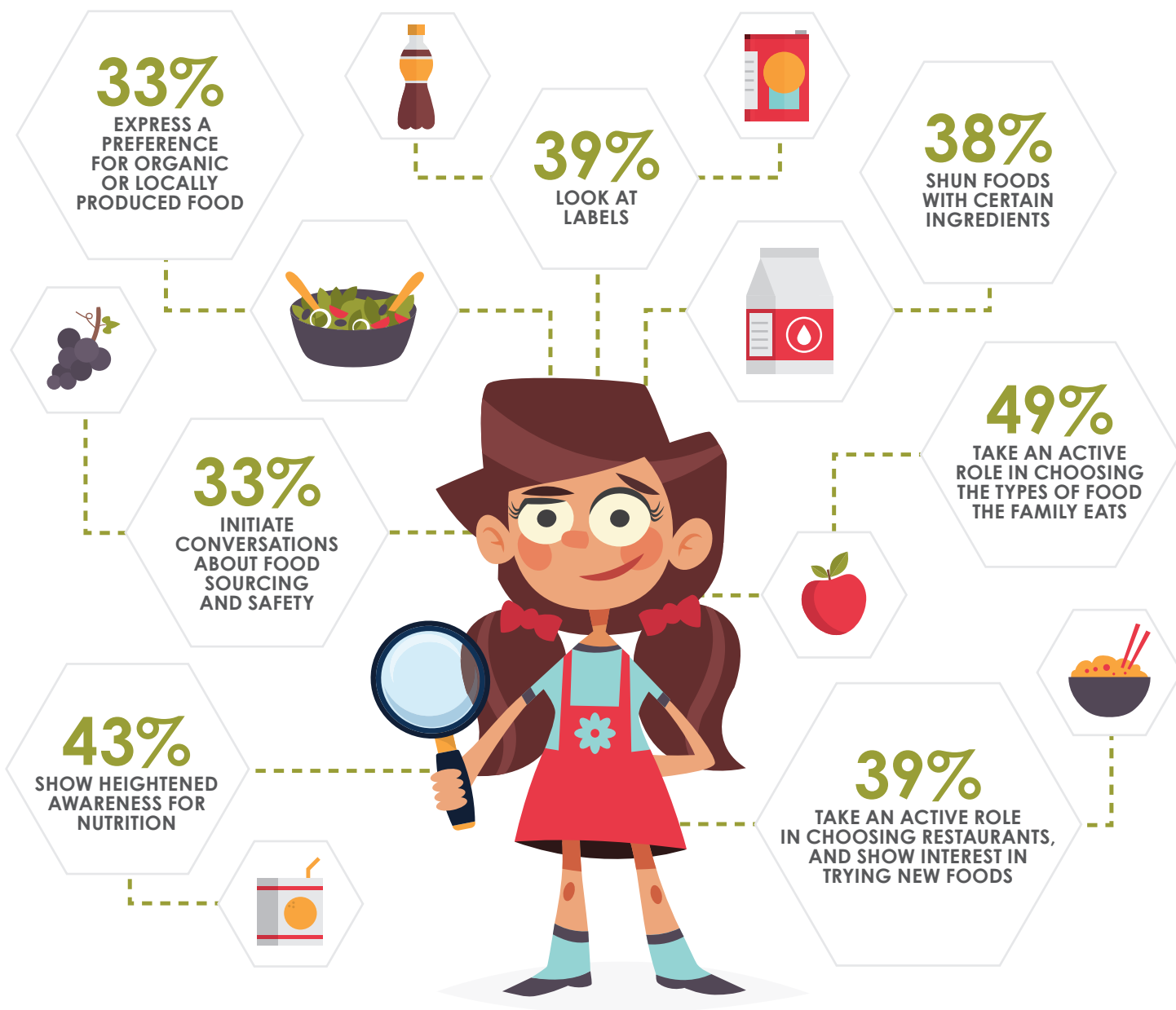


Food eVangelism Starts Early

CHILDREN OF TODAY'S FOOD eVANGELISTS ARE THE CORE CONSUMERS OF TOMORROW

The children of today's Food eVangelists – a consumer segment identified by Ketchum's proprietary Food 2020 studies that includes individuals who are actively engaged in what we make, buy and eat – are following in their parents' footsteps. As the Food eVangelist moves from niche to the "new normal," making up 24% of consumers globally (a marked 10% increase since 2013), marketers should start preparing now for the next generation of food shoppers who will continue to set a higher bar for the food industry.

FOOD eVANGELIST PARENTS SAY THIS ABOUT THEIR CHILDREN



<https://www.ketchum.com/special-report/food-2020-food-evangelist>
Source: Global data from Ketchum Food 2020 Study, 2015