



Introduction

- Ron Tanner
 - Vice President, Philanthropy, Government & Industry Relations, Specialty Food Association

ABOUT THE SPECIALTY FOOD ASSOCIATION

WHO WE ARE

The **Specialty Food Association** is a thriving community of food artisans, purveyors, importers and entrepreneurs who bring craft, care and joy to the distinctive foods they sell. Established in 1952 in New York, the not-for-profit trade association provides its 3,000+ members in the U.S. and abroad the tools, knowledge and connections to champion and nurture their companies in an always-evolving marketplace. The Association (formerly the National Association for the Specialty Food Trade, Inc.) owns and produces the Winter and Summer Fancy Food Shows, and presents the *sofi Awards* honoring excellence in specialty food.

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Today's Specialty Food Consumer Report

- Published each Fall with groundbreaking research from
 - Specialty Food Association
 - Mintel International Group
- Summary Format
 - Highlights published in *Specialty Food Magazine*
 - 8-page Summary Report available
- Full report available
 - Association Members via specialtyfood.com
 - Non-Members – contact Mintel directly



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Today's Specialty Food Consumer

- **59% of consumers**
- **Core consumer is 18-44 years**
- **More affluent: >\$75,000 annually**
- **Hispanic households**

Source: *Today's Specialty Food Consumer 2014*

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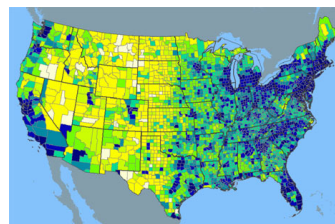


Who are Specialty Food Consumers?

I belong to various couponing sites which give me occasional recipes. I have also signed up for manufacturer Facebook sites that also do the same...



Young



Everywhere

Source: Today's Specialty Food Consumer 2014

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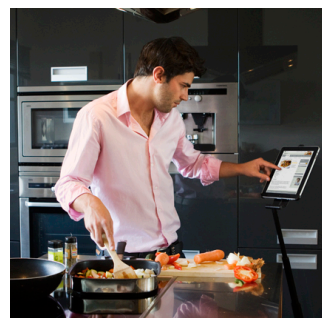


TV Habits of This Consumer



Like Cooking Shows

Some cooking and recipe demos



Source: Today's Specialty Food Consumer 2014

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Eating and Entertaining

Likes new flavors and textures

I post pictures of food items and brag about baking/ cooking successes and failures



Knowledgeable and social



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What Does the SFC Buy?



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What Specialty Food Consumers Buy

Popular Categories by Age Group:

18 to 24 year olds:

- Chocolate
- Salty snacks
- Cookies
- Condiments



25 to 34 year olds:

- Yogurt and kefir
- Rice, quinoa, or other grains
- Ready-to-eat prepared foods
- Cooking sauces

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What Specialty Food Consumers Buy

35 to 44 year olds:

- Cooking sauces
- Baking mixes
- Alcoholic and non-alcoholic beverages



45 to 54 year olds:

- Coffee
- Salty snacks
- Seasonings/spices/spice rubs
- Salad dressing



55+ year olds

- Olive oil or other specialty oils



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Special Interest Foods

Most Commonly Purchased Food and Beverage Claims:

PURCHASES OF SPECIALTY FOODS WITH SPECIAL-INTEREST CLAIMS	
	%
All-natural	62
Organic	56
Locally sourced	47
Artisanal	36
Eco-friendly	31
Fair trade	30
Non-GMO	28
Sustainable	27
Ethical	25
Gluten-free*	21
Kosher/Halal	17
None of the above	9

Base: 970 internet users aged 18+ who purchase specialty foods
*Added in 2014

SOURCE: MINTEL

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Also a Natural/Sustainable Consumer



Source: Today's Specialty Food Consumer 2014

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Ethnic Food Preferences

Most frequently purchased:

- Italian
- Mexican
- Chinese

Up the

- Regional American
- Mediterranean
- Indian
- French



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Why They Buy



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How They Use Specialty Foods

DRIVERS FOR SPECIALTY FOOD USAGE

I use specialty foods ...	%
For everyday meals at home	67
To treat myself	61
For everyday snacking	39
For a special occasion at home such as a dinner party, birthday, or holiday	32
To have on hand for unexpected guests	19
As a gift	14
To bring to the office/workplace	12
Other	2
None of the above	2

Base: 970 internet users aged 18+ who purchase specialty foods

SOURCE: MINTEL

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Shopping Habits and Attitudes

PERSONAL ATTITUDES TOWARD FOOD

	% Non-Specialty Food Consumers	% Specialty Food Consumers
It's worth it to me if sometimes/generally I have to pay more for better quality ingredients/food	72	84
I enjoy talking with friends/family about new or interesting foods I've prepared or eaten at restaurants	68	84
I read nutritional facts labels on food/beverage products most/all of the time	73	82
I am always looking for new ingredients to use in recipes	60	75
I make food choices primarily for health reasons*	52	58
Food isn't very interesting to me; for me, food is basically just fuel	25	21

Base: 1,649 internet users aged 18+; 970 internet users aged 18+ who purchase specialty foods
*Added in 2014

SOURCE: MINTEL

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Digital Trends

- SFCs are divided when it comes to buying specialty food products online. Fully half (51%) say they didn't buy any specialty foods online in the past year. With added shipping charges and SFCs' naturally food-curious desire to interact with food directly, online ordering isn't attractive enough.
- SFCs are more likely than average to use social media to talk and learn about food, and that gap has expanded since 2012. Furthermore, they are more likely than average to use social media sites/apps in general.

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Recreational Habits and Interests

50% say they grow some of their own food, up from 42% in 2013

35% have attended an expo/show that featured food, up from 27% in 2013

Specialty food consumers' interest and commitment to food isn't limited to their shopping purchases. It is an essential part of their lifestyle, whether by growing their own food, interacting with producers, reading about food, or watching food programming.



78% enjoy visiting museums

68% enjoy going to the theater, symphony, or other performing arts



51% go to the movies at least once per month

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Recreational Habits and Interests

63% watch food or cooking shows on television or the internet

When they do watch food-related programs, they are watching for longer periods of time, spending on average an hour more per week than in 2012 or 2013.



70% are politically active and vote regularly

51% currently contribute to a 401(k) or other investment funds

This year marked an increase in specialty food consumers supporting charities and investing in their financial futures—more signs that they are feeling more economically stable.



71% exercise on a regular basis

52% purchase foods that support charities—up from 46% last year

Specialty food consumers like to purchase foods that support a cause. Rainforest preservation, international hunger relief, and farm/agricultural charity contributions are all up in 2014.

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Takeaways from Research

- Nearly **145 million** US adults buy specialty foods
- Most likely to buy: **18-44, affluent**
- Top sellers: **chocolate, olive oil, and cheese**
- Spend **23% more on weekly food**
- Big users of **Pinterest** and **Facebook**
- Supporters of the **non-GMO** movement
- Feeling more optimistic and financially stable

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Thank you!

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