



2008 Meat Fast Facts

Convenience . . . Consumers need easy-to-prepare & on-the-go meat!
Health & Wellness continues to be important for meat!
Flavor is one of the top trends for meat!
Snacking, Grilling & Breakfast all BIG Meat trends!

Industry Insights at Retail:

- Beef remains the largest selling Meat category at retail:
 - 36% Beef
 - 22% Poultry
 - 26% Pork
 - 16% other (Lunchmeat, frankfurters, mutton, lamb)
- Most consumers are not brand loyal when purchasing meat.
 - 72% - No brand Preference for Fresh meat.
 - 53% - No brand preference for processed meat.
- Consumer Recommendations for improvements to increase sales at retail on meat are:
 - More variety (40%)
 - Improved Product Quality (49%)

Variety=Flavor

Convenience & Health & Wellness:

- Top on-pack meat claims for 2007 were around convenience: "microwaveable" and "Convenient".
- 21% of shoppers said they purchased Natural or Organic meat products within 3 months prior to the survey, +3% vs. 2006.

Snacking, Grilling & Breakfast:

- Meat Snack introductions have grown +74% since 2005- 2007.
- 31% of American grill owners say they are grilling more now than a year ago . . . trying to eat healthier .
- Portable breakfast sandwiches are big, with 73% of consumers ordering a breakfast sandwich when ordering out. Most requested meat when ordering:
 - #1 Bacon, #2 Sausage, #3 Ham

Ask How Wixon can Develop a Meat Innovation for you!

Sources: Mintel, 2007 Power of Meat survey