

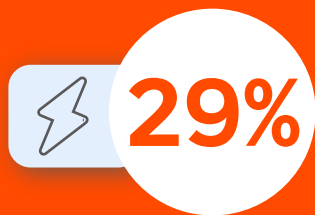
# Snacking for optimization

How consumers use snacks to support physical and mental performance

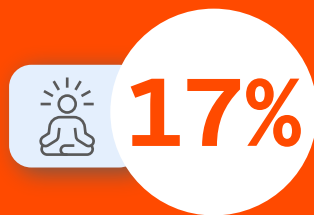
Think optimization is just for athletes? Think again. When consumers snack with optimization in mind, they're looking for a quick energy boost in support of whole-body health. Whether they're pushing through a busy morning of meetings or replenishing after a workout, consumers seek snacks with both physical and mental benefits: protein, fiber, caffeine, vitamins & minerals, antioxidants and even botanicals, adaptogens or nootropics.



## Key snacking needs related to optimization (Optimization pillar)



Stay fueled and energized



Maintain focus throughout the day



Manage energy dips

**When optimization happens**  
(by Daypart snacking occasion)



Early Morning  
Snack



Mid-Morning  
Snack

Source: *Future of Snacking 2024: Balancing Intent with Indulgence*, Hartman Group