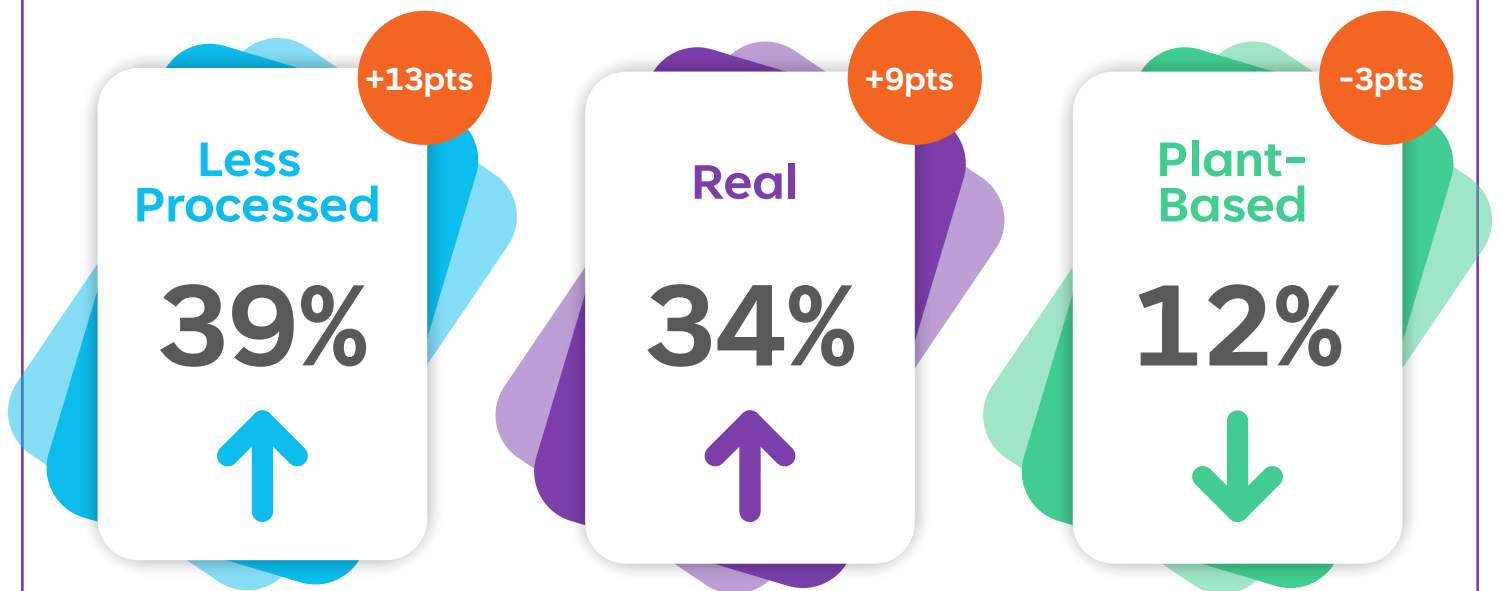


Freshness and Purity: What Consumers Prioritize in Food & Beverage



Consumers have been increasing emphasis on **safety** and **wholesomeness** in their food and beverage choices.

Very important food and beverage characteristics for purchase
(Among total, trended to 2022)



Source: *Beyond Organic 2024*