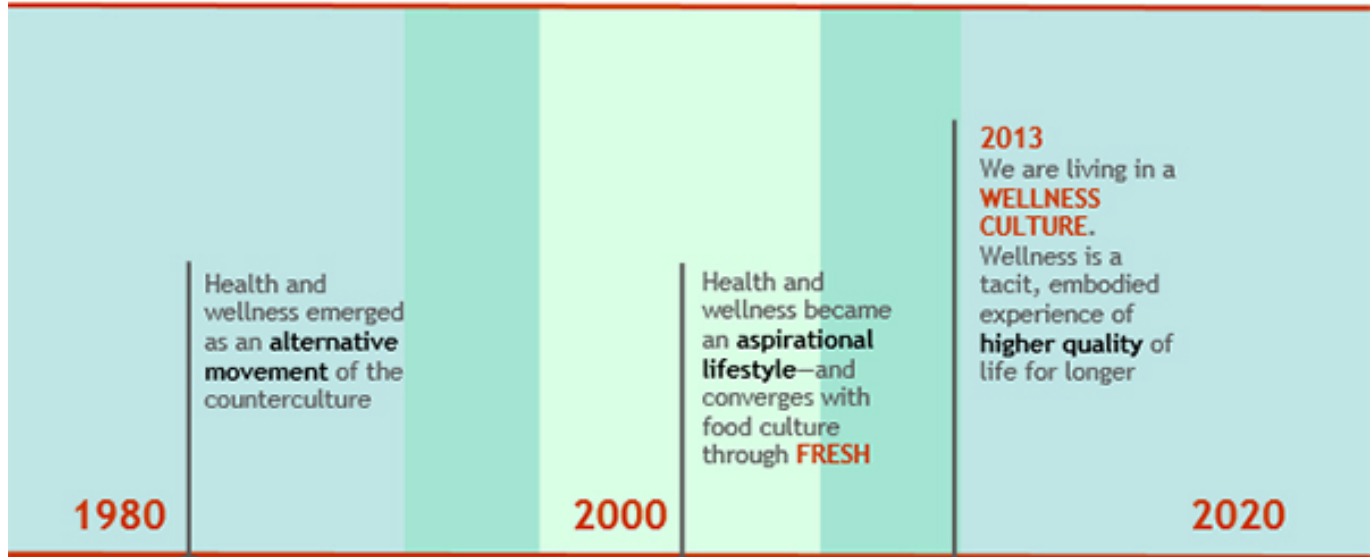


# **Infographic: The Wellness Culture and the Rise of Fresh**



## THE RISE OF FRESH

Enjoying fresh and delicious food is the dominant consumer route to health and wellness.



We value “fresh,” less processed as the mark of quality and health

“WHEN SHOPPING I LOOK FOR FOOD AND BEVERAGES...



Source: *Culture of Wellness 2013 report*, The Hartman Group, Inc.

We are living in a "wellness culture" that values fresh, less processed foods according to The Hartman Group. Twenty-eight percent of consumers looked for minimally processed food and beverages in 2013, compared to 19 percent of shoppers in 2007. **(Photo: The Hartman Group, Inc.)**

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