

Selected Motivations

% Top 2 Box (Agree Completely/Strongly) Agreement

	Total	Segment A	Segment B	Segment C	Segment D	Segment E	Segment F
Segment Size	100%	15%	15%	15%	25%	15%	15%
I frequently like to try different foods	60%	87%	64%	71%	53%	51%	36%
I tend to eat the same things most of the time	27%	20%	24%	18%	30%	27%	37%
I like foods with bold flavor	57%	76%	66%	69%	52%	47%	34%
I prefer familiar flavors	37%	41%	34%	31%	37%	33%	43%

■ = Statistically Higher vs Total

■ = Statistically Lower vs Total

**Like Bolder Flavors,
approximately 45% of US
adults (Segments A-C)**

**Less Interested in Bolder
Flavors, approximately 55% of
US adults (Segments D-F)**