

TRENDS IN ACTION

BETTER-FOR-YOU FROZEN MEALS



53%

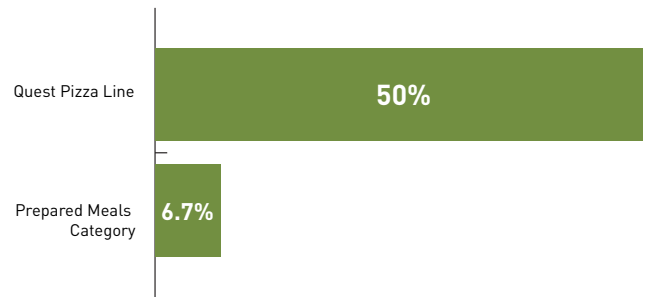
of consumers perceived this product as “healthy.”¹

Compared to 34% for the overall prepared meals category



20g of protein
12g of fiber
6g of net carbs

Compound Annual Growth Rate (2019-2021)²



Source: 1) Mintel Purchase Intelligence 2) Nielsen AOC+Conv. W/E 10/09/21
PHOTO: Mintel GNPD



John Kim

Category Strategy Manager
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“Nutrition brands are recognizing the opportunity for “better-for-you” in other parts of the store. High fiber innovation would enhance the nutritional profile of prepared and frozen meals and could attract consumers who seek the right balance of added nutrition, taste, and convenience.”

Contact your sales representative today to learn more about partnering with Tate & Lyle.

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