

Enjoying Chocolate with Less Sugar

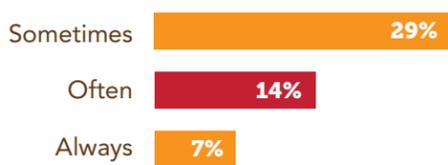
BLOMMER CHOCOLATE'S SENSIBLE INDULGENCE LINE

We polled 1000 consumers to find out what they think about reduced and sugar free chocolate products.

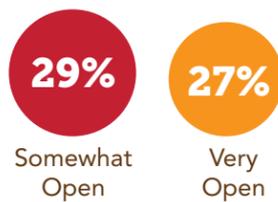


Consumers are open to reduced sugar products

50% of those surveyed stated they eat sugar free and reduced sugar chocolate candy products



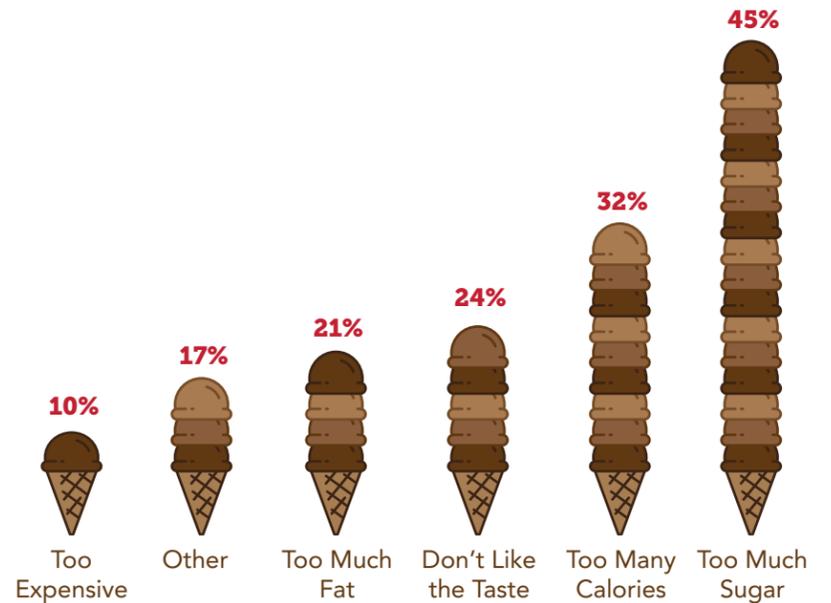
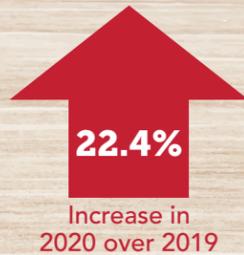
56% were open to eating reduced or sugar free chocolate candy



Chocolate Sales

IRI data showed **22.4%** growth from last year for sugar free; it is even growing during COVID-19.

Chocolate's 2.2 percent dollar improvement is an average of some its largest sub-segments hovering right around the 1% mark whereas others lost a little ground or are gaining rapidly.



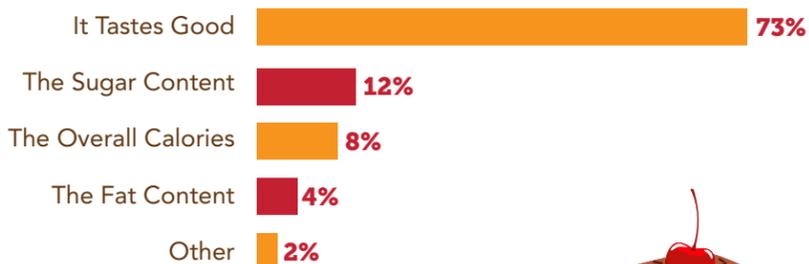
Infrequent/never chocolate consumers were asked: Why don't you eat chocolate more frequently?

(Note: they could choose multiple answers)

Many consumers who infrequently purchase chocolate might if it contained less sugar.

TASTE is the key driver

Taste was a key driver when consumers were asked what is most important when buying a chocolate candy product?



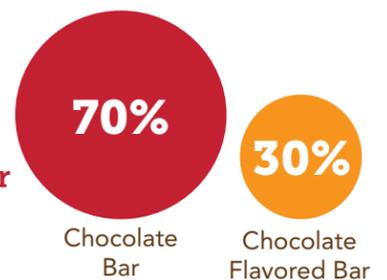
In addition to taste, consumers will pick up a NEW product when it looks good.



Blommer's solutions to customer preferences

Lyra Milk Chocolate

When asked what candy bar product(s) they would purchase—consumers prefer a "real" chocolate bar over a chocolate flavored bar.



Belmar Gold Dark Brigantine Gold NSA Milk Oslo Dark Drops

Big box store shoppers: How interested are you in keto chocolate products?



57% of consumers are somewhat or very interested in keto chocolate.

Stevia Sugar Free Milk & Dark Stella Gold Dark Luna Gold NSA Milk



Natural ingredients were preferred when asked what do you LIKE to see in a no/reduced sugar product—55% of consumers feel positively about stevia.

For more consumer insights or information about our Sensible Indulgence line, call us!

1-800-621-1606



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