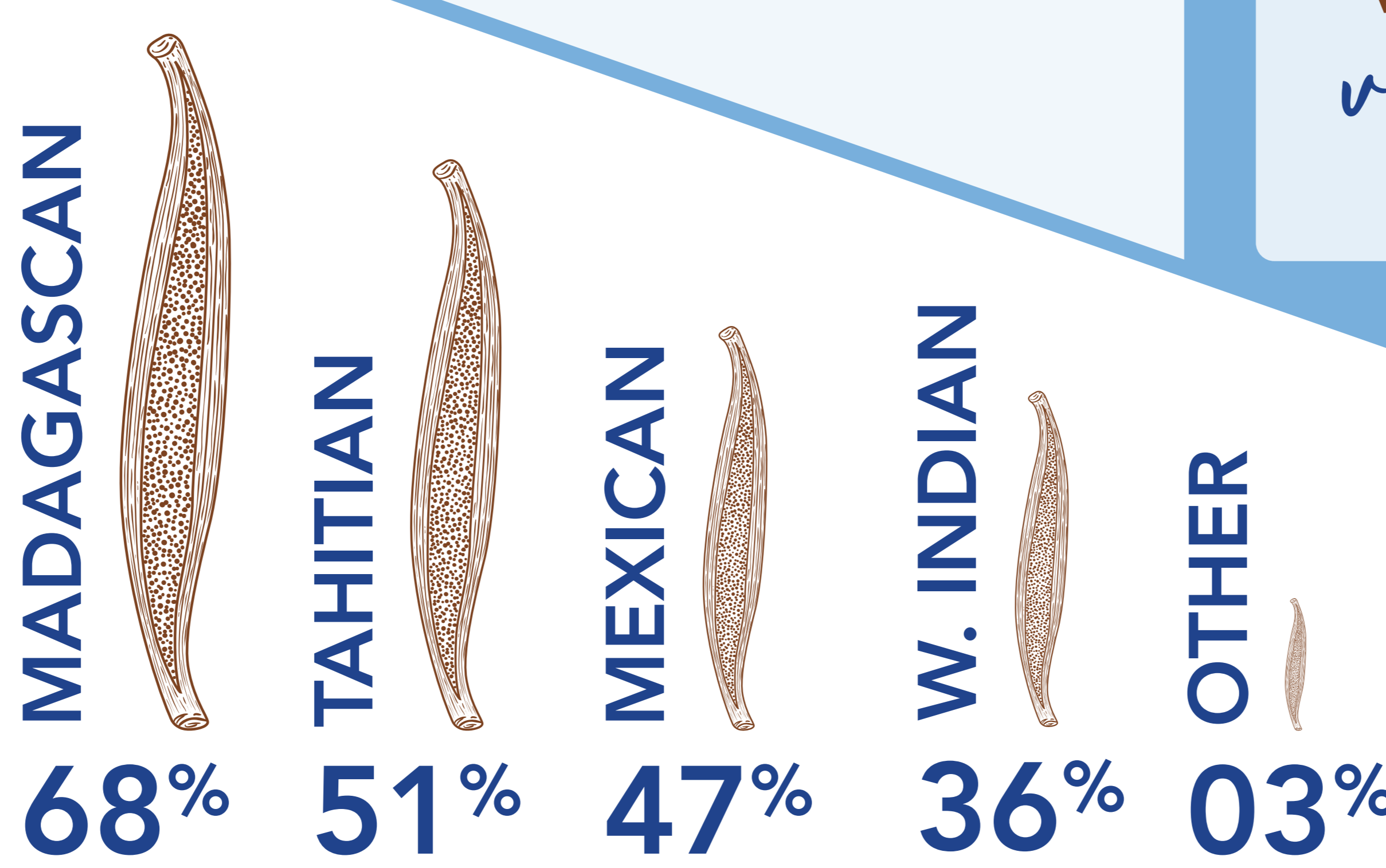


VANILLA ICE CREAM

anything but plain

TOP FIVE VANILLA PRODUCING REGIONS



MADAGASCAR VANILLA
voted most popular

#1



WE ASKED CONSUMERS THEIR THOUGHTS ON

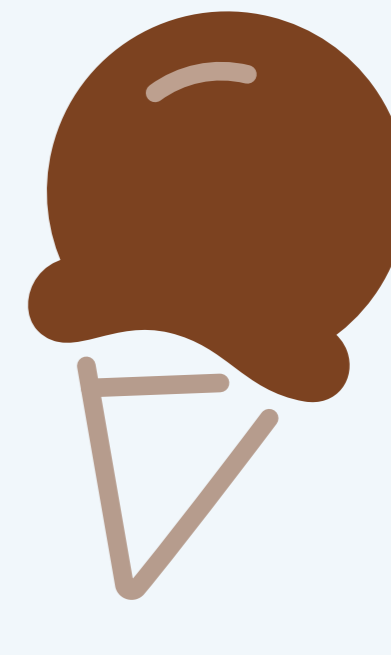
PURE VANILLA EXTRACT

VS

NAT VANILLA FLAVOR

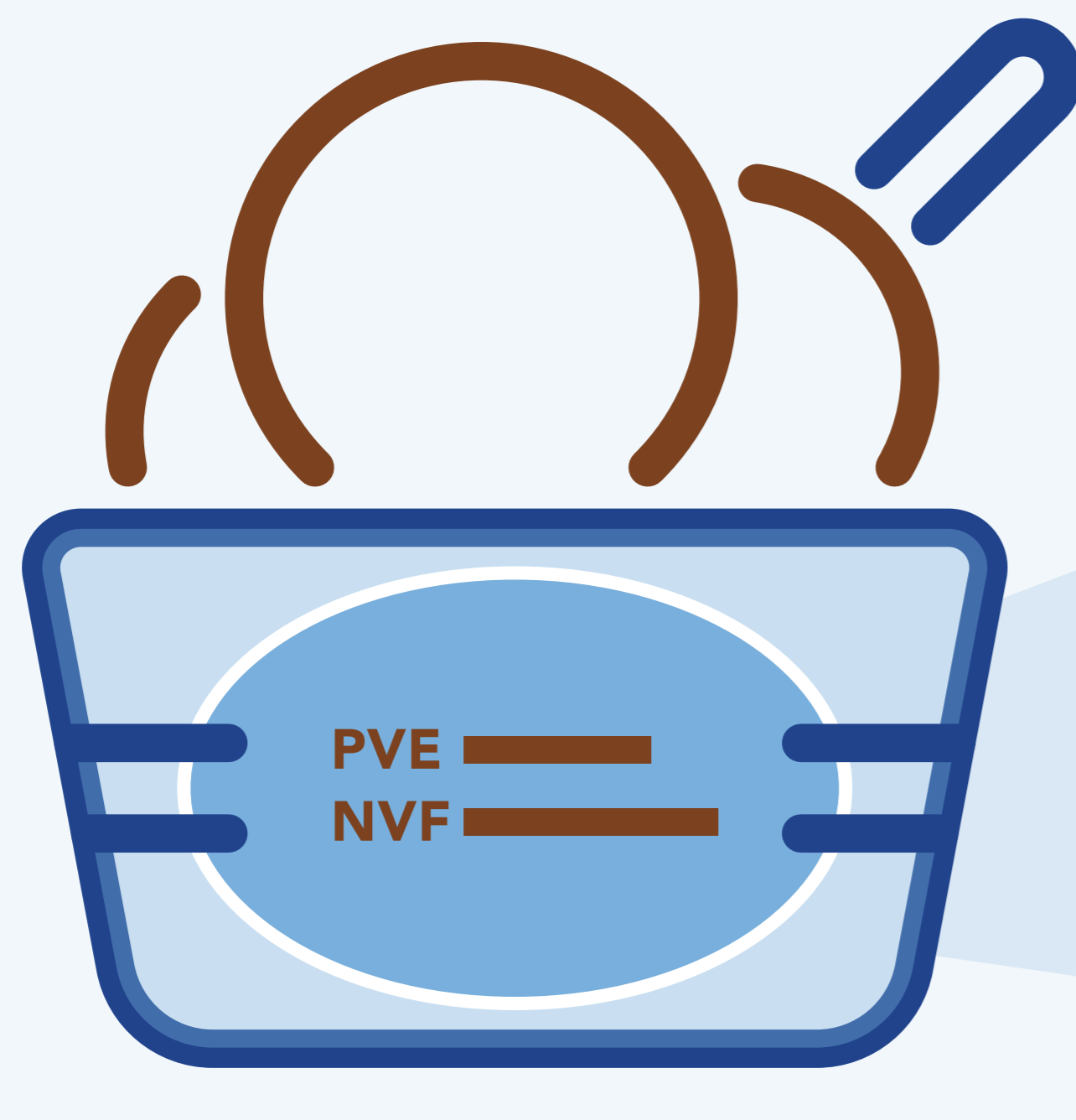
WHEN SHOPPING FOR

sweet treats



45%

OF CONSUMERS FIND IT'S MOST IMPORTANT to have **Natural Vanilla Flavor** on the label over Pure Vanilla Extract



N= 600

on the label

pure vanilla extract **34%**

natural vanilla flavor **45%**



N= 600

BUT WHEN IT COMES TO

taste

CONSUMERS PREFER PURE VANILLA EXTRACT

natural vanilla flavor

37%

pure vanilla extract

46%

WHEN BUYING *frozen treats*



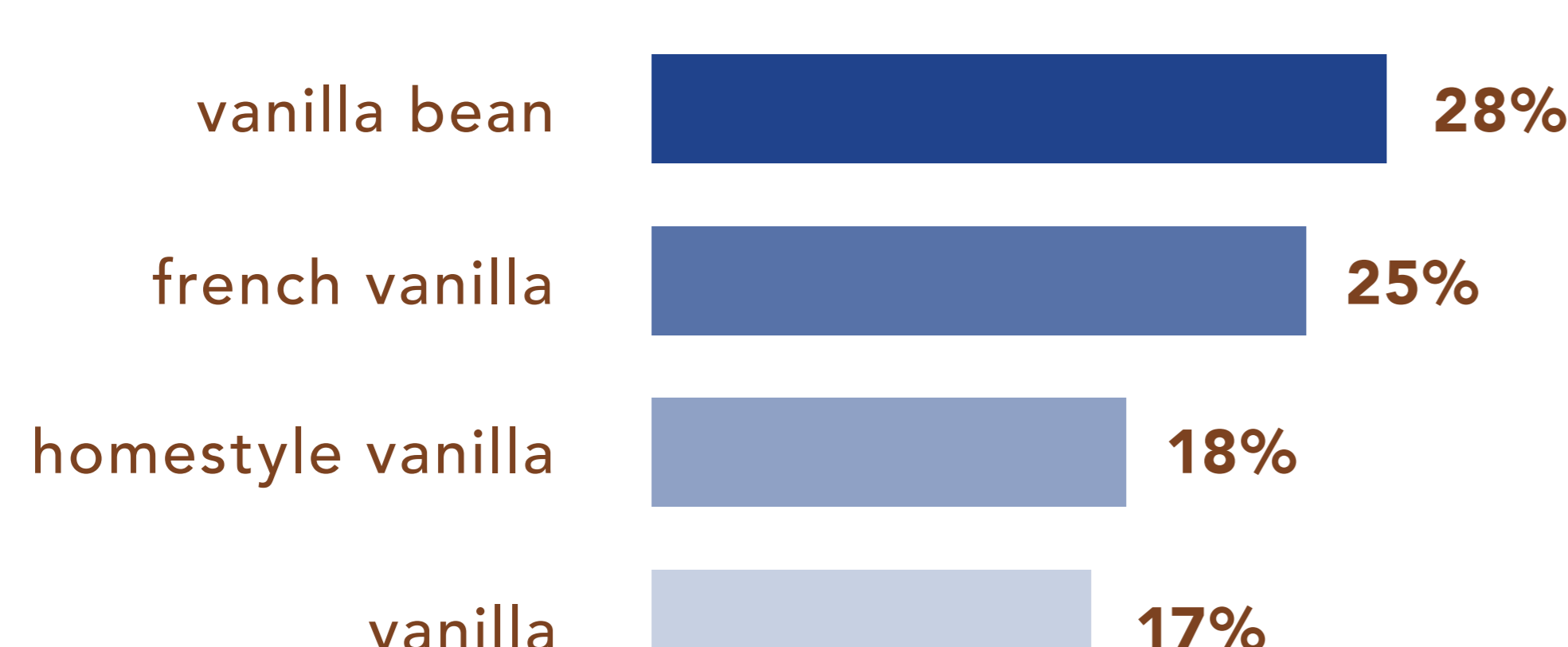
93%

ARE WILLING TO PAY MORE for pure vanilla extract on the label

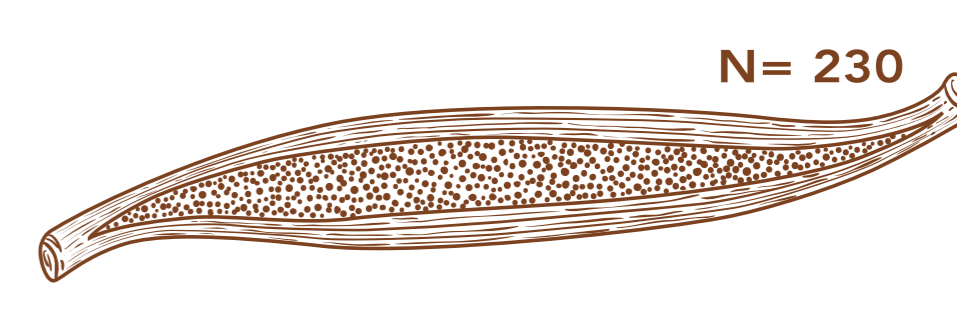
N= 160



when purchasing vanilla ice cream flavor **28% OF CONSUMERS PREFER**



VANILLA BEAN



N= 230

