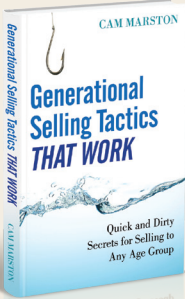


From the leading expert on the generations and author of *Generational Selling Tactics THAT WORK*.



Selling Food to SuperMom Understanding the Generation X Customer

Food buyers today are a suspicious group. And the younger they are, the more suspicious they are. Legacy brands are now doubted by consumers who prefer “natural” over “proven,” who want “no additives” over “new and improved.” They’ve become suspicious of what may be hidden in their food, blaming everything from autism to ADHD to cancer as consequences to dyes and preservatives. They’ve entered the consumer world screaming “Caveat Emptor” and their food gets tough scrutiny.

At the top of the heap of food skeptics is Generation X (b. 1965 - 1979), particularly the females. Gen X are now in their peak earning years which makes them very

“Gen X are now in their peak earning years which makes them very influential.”

influential. As a generation they’re already a skeptical consumer but when you add in the wariness of the Gen X female, things get difficult. She can be any one or more of the following - a mother, spouse, sister, daughter-in-law, and, of course, daughter. And she wields huge influence over her family and friends. When she boldly suggests a product - which she seldom does - peers and family take note. But convincing her that what you’re offering both tastes good and is good for her requires an understanding of how she makes decisions and how she interacts with products. She is today’s queen of consumer purchases and likely has your product’s success in her hands.

Learn the ins and outs of the Gen X customer:

- The role of social media in their buying decisions
- How they discern a good product from a bad one
- How she wants to interact with the product
- How to talk about the product and ingredients
- How to react when things go wrong

Foodservice Clients:

Seneca	Nestle
Produce for Better Health	Pepsi America
Coca-Cola	Produce Alliance
Dannon	Food Marketing Institute
Dominos Pizza	Giant Foods
Food4Less	Kroger
KFC	



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