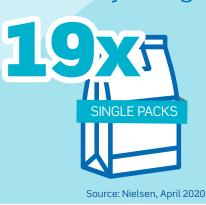
COVID-19: The Impact on **Consumer Food Purchases**



Growth rate of packaged foods in 2020 (week ending 3/23/20) compared to the 2019 weekly average:





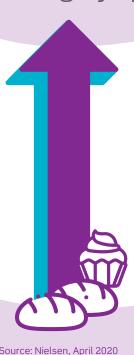


Grocery is an e-commerce sales leader with an increase of

133%

Source: Nielsen, Week Ending March 22, 2020

Restricted living drives category specific e-commerce.



Compared to last year, **baking mixes** have experienced an e-commerce dollar percentage growth of

Source: Nielsen, April 2020

Since the coronavirus outbreak began, people reported purchasing more foods in categories that offer comfort and extended shelf life.

FROZEN OR FRESH MEAT



Purchases for ages 50-64 increased in this category

SNACK ITEMS



Consumers ages 18-34 purchased more snack items

PREPARED MEALS

PACKAGED BREAD +24%



Older consumers (50+ years old) purchased more packaged bread

SANDWICH MEAT +21%