

# Snack Attack!

## Canadian Snacking Habits and the Importance of Protein



**77%** of Canadians snack at least once a day, while **53%** snack 2x a day

### Number of snacking occasions by Canadians...



**10.3 BILLION IN 2013**

Number of snacking occasions by Canadians expected to rise:



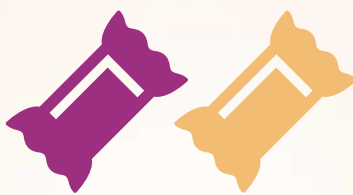
**13.7 BILLION IN 2022**



Consumers snack primarily to fill the gap between meals.



7/10 Canadians are looking for easy ways to add healthy snacks to their diets



About 1/2 of Canadians say that most of the snacks they eat are not very healthy



85% of Canadians say given a choice, they prefer to eat a snack that leaves them feeling full and satisfied



**53%**

**49%**

Most Canadians (53%) say that hunger drives them to snack, while taste (49%) is the most important consideration when selecting their snack of choice



9/10 Canadians say they would rather eat leaner, healthier meats than eliminate meat from their diet altogether



1/3 of Canadians are not aware that eating protein can make you feel full and satisfied for longer

### What is protein?

**72%** of Canadians are aware that protein is a good source of energy

**58%** know protein helps with weight management by making you feel fuller for longer



70% of Canadians are not aware of the term "COMPLETE PROTEIN"



Snacks with complete protein, like fresh chicken, contain **9 essential amino acids** in the right amounts that the body needs to support physical activity and weight management, and help build and repair muscles and tissue

PRESENTED BY:



**PROTINIS**

All-new PROTINIS™ from Maple Leaf Natural Selections are the completely packed protein snack. Mouthwatering bites of chicken or combinations of chicken and dried fruit, they're an excellent source of complete protein anytime, anywhere.