



FACT SHEET: EVOLUTION FRESH GREEN JUICE HABITS STUDY

With the start of 2015 and knowing an increasing number of people are looking for ways to get vegetables into their diet¹, Evolution Fresh conducted the Green Juice Habits Study to understand consumers' green juice consumption. Here's what was found:

MORE THAN 2 IN 5 OF THOSE IN THE U.S. HAVE TRIED GREEN JUICE

Forty-three percent of consumers have tried green juice, with millennials being the most green-curious generation:

- 63 percent of **millennials** have tried green juice (vs. 43 percent of the general population)
- 51 percent of **Gen Xers** have tried green juice
- 29 percent of **boomers** have tried green juice

PARENTS, CITY-DWELLERS AND THE YOUNGINS' ARE GREENEST

1 in 10 people in the U.S. are already frequently drinking green juice. Here's who's going green most frequently:

- **Parents:** 50 percent of parents who drink green juice do so frequently (vs. 21 percent of non-parents who drink green juice)
- **Urbanites:** 43 percent of city-dwelling green juice drinkers sip frequently, compared to 29 percent of suburban and 26 percent of rural dwellers
- **Youth:** 44 percent of green juice drinking millennials drink green frequently, compared to 38 percent of Gen X and 17 percent of Boomers
- **Women:** 16 percent of women in the U.S. are drinking green juice frequently, compared to just 12 percent of the men

IT'S WHAT'S INSIDE THE BOTTLE THAT COUNTS

Green juice drinkers are looking to see what's in the bottle – **86 percent look at the ingredient label** before taking a sip

- Nearly **80 percent of millennials** (78 percent) who have heard of green juice **check the ingredient label** (vs. 67 percent of the general population)

Now we know what's in the bottle, but what's most important? Consumers are placing importance on:

- **Low sugar content (38 percent)**
- Seeing a **green vegetable listed as the first ingredient (36 percent)**
- The bottle in-hand contains **more vegetables than fruits (34 percent)**

SPINACH REIGNS AS THE NEW KING OF GREEN

Fifty-eight percent of consumers **name spinach as the most important ingredient** to have in a bottle of green juice. **The most important ingredients in a bottle of green are:**

- Spinach (58 percent)
- Kale (47 percent)
- Avocado (30 percent)
- Cucumber (30 percent)
- Celery (25 percent)

1 According to the 2014 Food & Health Survey: Consumer Attitudes toward Food Safety, Nutrition & Health, commissioned by the International Food Information Council. As in 2013, eating more fruits and vegetables is the most common effort Americans report taking to improve their diets. Nearly one out of three consumers have begun eating more fruits and vegetables within the past year, and just over half have been trying to do it more than a year



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- Romaine lettuce (10 percent)

BEAT THE AFTERNOON SLUMP

Rise and shine it's green juice time. While **61 percent of green juice drinkers currently drink their green juice in the morning, 32 percent are beating the afternoon slump** by "juicing up" the green way for a PM pick-me-up.

ABOUT THE SURVEY

The Starbucks Evolution Fresh Survey was conducted by Wakefield Research among 1,000 U.S. adults ages 18+, between November 22nd and December 2nd, 2014, using an email invitation and an online survey. Quotas have been set to ensure reliable and accurate representation of the U.S. adult population ages 18+. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with a broader population.