

### April 2015

#### Salty Snacks - Brazil

"The salty snacks category has great potential to continue growing in the country, both from consumers' and the industry's point of view. This is because consumers are increasingly pressed for time, prioritizing quick foods, such as salty snacks, and the industry, influenced by sporting events taking place in Brazil, is ...

### March 2015

#### Processed Meat - Brazil

"Although consumption is increasing, Brazilians still eat much more raw meat than its processed counterpart. Brazilians are consuming more, and price plays a crucial role when purchasing processed meat. Offering new flavors in familiar formats, such as burgers and sausages, could tempt consumers to buy even more."

– Andre ...