




On average, consumers would pay **\$16** for a promotional food gift at a retail store

72% of end-users would keep and consume a food gift because it's **enjoyable to have - higher than any other product category**

94% of consumers would have a **more favorable impression** of the advertiser after receiving a promotional food gift

3 average number of food gifts consumers receive **per year**



92% of consumers would be **more likely to do business** with an advertiser who gave them a promotional food gift, **more than any other product category**



Percentage of consumers who view advertisers more favorably when promo is...

