



press release

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Consumers Skeptical of Products Labeled 'Natural'

Mambo Sprouts Marketing Research Forecasts 2011 Organic and Natural Buying Trends

Collingswood, NJ (December 21, 2010) —Consumers are as committed as ever to shopping organic in 2011, but they're not "buying" those all natural product labels according to a recent MamboTrack survey by **Mambo Sprouts Marketing**, the leader in natural and organic product marketing and promotions.

Consumer skepticism over natural product labeling was a highlight of the recent MamboTrack™ study. The company surveyed the organic buying habits of 1,000 natural product consumers to get an outlook for the coming year.

Health and natural consumers were not confident that products labeled natural truly held up to the word. One in three (34%) were either "not very" or "not at all" confident in current natural labeling. Two in three (65%) were very interested in a uniform standard to certify natural products -- including ingredients and processes -- that are labeled as natural. Another 1 in 4 (25%) were somewhat interested.

Notably, natural and organic consumers were most likely to prefer natural labeling certification by an independent, non-profit organization (33%) and/or a U.S. government standard (27%). Respondents were less interested in an industry/company supported standard (23%) or retailer certification (18%). Six in ten consumers (58%) were willing to pay up to 5% to 10% more for products bearing a trusted natural certification.

Other key findings revealed a growing interest in mobile and digital coupon promotions. Consumer use of cell phone/mobile coupons is forecast to grow from 11% in 2010 to 31% in 2011. Online printable coupons, already extremely popular, also saw gains from 90% to 96%.

Consumer interest in technology and store location-based coupons is expected to continue with 1 in 2 consumers planning to use more online printable coupons (56%), cell phone/mobile coupons (46%) and in-store coupons (45%) in the coming year. Increased consumer use reflects expanded availability of these mobile, web based and store promotion methods among brand marketers.

Even with the economy improving and the recession at an end, consumers aren't expecting to make drastic buying changes. Nearly 1 in 2 (46%) do not plan to change their food shopping and eating habits significantly in the coming year.

Karen Herther, Director of MamboTrack Research, says savvy consumers will continue to utilize recession-era saving strategies to stretch their healthy organic food dollars.

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Consumers Skeptical of Products Labeled 'Natural' (continued...)

"Consumers remain cost conscious, and coupon use has become the new normal. The growing acceptance of online and digital mobile coupon promotions signals this savings trend is here to stay," Herther said.

In all, consumers are committed to health and wellness and the outlook for organics remains strong. Store brand/private label organics are now mainstream with virtually all (96%) consumers buying these products; 57% plan to maintain and 4 in 10 (39%) will increase spending in 2011.

Several store brand/private label organics stood out as consumer favorites. Whole Foods 365 Organics led the pack with a 50% share, followed by Trader Joe's (44%), Kroger Private Selection Organic (26%) and other premium retail brands. Six in ten (60%) consumers felt that the quality of store brand/private label organics is comparable to their brand name counterparts.

The Mambo Sprouts Marketing 2011 Organic Consumer Survey Report will be available for purchase in January 2011.

ABOUT MAMBO SPROUTS: www.mambosprouts.com Mambo Sprouts Marketing is a full service health, natural and organic foods and products marketing and promotions company. Through their online, mail and in-store programs, Mambo Sprouts reaches over 2 million proven N&O shoppers quarterly. Mambo offers manufacturers and retailers a complete range of customized programs including: the industry's first and only natural product co-op mailer featuring an optional custom solo mailing; Mambo Sprouts natural and organic product Messenger newsletter and coupon books distributed quarterly to 385,000 N&O consumers; offline and Web-based market research services; offline and online mail list development; **Go Mambo!**, Mambo Sprouts' mobile promotions van that travels throughout target regions distributing product samples and coupons at major events and festivals; Web marketing including natural product instant e-coupons, sample offer promotions, and a monthly targeted health e-newsletter.

Mambo Sprouts is based in Collingswood, New Jersey. For information call (856) 833.1933 or visit www.mambosprouts.com