

Introducing Market LOHAS

Natural Foodie Focus Groups

Why Market LOHAS Foodie Focus Groups?

Engage with 'opinion leader' health/natural consumers eager to share their feedback on your LOHAS (Lifestyle of Health And Sustainability) products & services. See your brand in use in an Inviting Foodie Kitchen – Cooking environment.

Collect Market Research Insight:

- brand identity & product purchase drivers
- eco product packaging & labels
- product trial & usability or taste testing/comparisons!

Benefits of Market LOHAS Natural Foodie Focus Groups:

- Leading MamboTracker health/natural & eco panel
- Foodie kitchen venue enables healthy 'product in-use' feedback & insight
- Lead by Health Conscious Chef & Market LOHAS - Mambo Sprouts Marketing Research & Insights Team
- Structured focus group discussion research guide/ survey to maximize insight & learning
- Client foodie focus group observation & expert digital recording available– Optional post-event editing for brand marketing & promo clips!

Natural Foodie Focus Groups

Field in Two Markets – selected by the client to meet healthy brand marketing - distribution objectives

- 2 groups per market - 8 to 10 foodie participants
- Health & Natural foodie product or eco category & retail buyers recruited from MamboTrack panel
- Cost effective alternative to traditional focus groups – multi-brand participation options

Choice of Natural Foodie Focus Group Markets

Major Whole Foods Metro – Suburban Market Areas:

- Boston
- Chicago
- New York City Area
- Baltimore-Washington
- Denver-Boulder
- Your Foodie Target Market Area ...

Learn how **Market LOHAS** can help your brand connect with healthy & natural – eco consumers: Contact Karen Herther or Bethany Stanley at www.MarketLOHAS.com or call 978-635-5411



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