

# What a man, what a man, what a mighty good man...

Yes, he is!

Here's the skinny on your male Starbucks lovers. What's more important to these consumers? Healthy eating or exercise?



**21%** of men who frequent Starbucks say **eating healthy** is more important to them.



**15%** of men who like their lattes from Starbucks believe **fitness** is more important to them.



Now what?

Well, my friends, if your male market wants healthier food fare, now's a great time to test out incorporating kale, flax seed, or spirulina into recipes. Need help with research?

You know who to call.

## NEED RESEARCH?

Contact us now: [solutions@mfour.com](mailto:solutions@mfour.com) or call 714-754-1234.  
Data witnessed January 2023.

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