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 or call 714-754-1234.
Data witnessed January 2023.