



# everyone OLD are NEW again!



While everyone is busy talking up millennials, the grey army (those aged over 60) are being left unattended.

## Statistics show:

- seniors spend approx 20% of income on food & beverages
- they tend to be much more brand loyal than younger people
- they are growing in number (est. to grow to 1/4 of population)
- they have twice the disposable income of millennials.

It presents a wonderful opportunity for those willing to adapt processes and service to catch this potentially lucrative market. Simple changes to suit buying patterns or preferred products can reap big rewards.

Now that is something for YOUR old grey matter to consider!



# OMG its OHMs

If you are designing food and beverages, all the trends encourage you to embrace the OHM: 'One Handed Meal'.

By making options '**bite size**' retailers are able to control portion size and also provide a greater variety of items for a market that is increasingly time poor.

Statistics show snacking is the new eating as people find less time to 'stop' for meals. It also shows that people want a combination of smaller or modular food and beverage options that cater to both healthy and indulgent tastes.

Ask us about some inspirational ideas for your labels and packaging that are specifically for OHMs!



**labelstolife**  
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