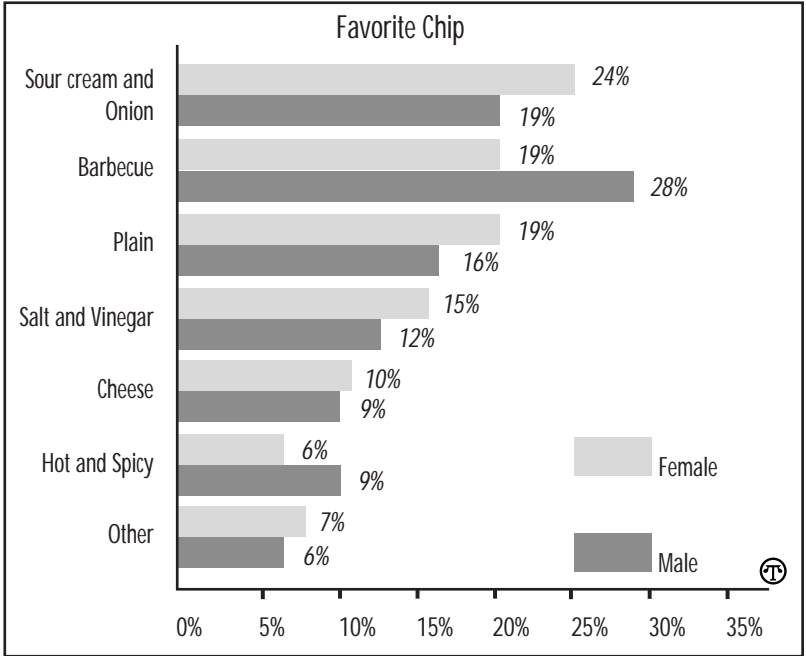


newsworthy trends

College Students Snack To Satisfy Hunger



When the chips are down, college students tend to go for a salty, potato snack.

(NAPSA)—Drop in on a group of college students in their dorm or apartment after 9 p.m. and there's a good chance you'll find them snacking to satisfy their hunger. Look a little closer and you'll notice that the snack of choice for many male students is barbecue potato chips, while there's a high probability that the female students will be eating sour cream and onion potato chips.

These findings—from a national survey on college students' snacking preferences, sponsored by the Snack Food Association (SFA) and the National Potato Promotion Board (NPPB)—correlate with nationwide statistics; potato chips are the most popular savory snack in the U.S., with more than 1.6 billion pounds sold each year.

The college students surveyed overwhelmingly chose "at home" as their favorite snacking locale (82 percent), followed by "at parties" (25 percent) and "at the computer" (22 percent). Meanwhile, snacking routines are frequently dictated by time of day—the later, the better. One-third of survey participants prefer to snack at "9 p.m. or later." The next most popular choice (27 percent) was "from

3 to 6 p.m."

The majority of potato chips sold in the U.S. are plain, yet college students prefer theirs flavored. Female students' first choice is sour cream and onion (24 percent), followed by barbecue (19 percent) and plain (19 percent). Men, instead, opt for barbecue first.

Suggestions for new potato chip flavors ran the gamut of taste and spice: cheesy garlic & jalapeño, cheese & salsa, nacho cheese, blue cheese, broccoli & cheese baked potato, chili cheese, cheddar & bacon, bacon cheeseburger, fajita, Philly cheese steak, green chili enchilada, turkey & cheese, steak, hot wings, lemon garlic chicken, lobster, beer, chocolate, honey combo, fruit, pizza, salsa and Jack Daniels.

In the survey, students were also asked about their favorite snack crackers. Preferences were consistent among both males and females: wheat-flavored was the top choice, followed by cheese-flavored and graham crackers.

To learn more, visit the Snack Food Association Web site at www.sfa.org.