

Women's Perspective

Treat Yourself To An Indulgent Taste Experience

(NAPSA)—In today's fast-paced world, women are constantly on the go. Balancing work, family and grocery shopping can add stress to an already busy schedule. Chaotic times require everyone to take a moment to reflect and indulge. A recent survey reveals that Americans indulge, on average, 3.5 days a week—with “just because” as the No. 1 reason.

The survey, conducted on behalf of Swiss Miss, found that while food in general ranks highly as an indulgence, with 77 percent of American women turning to their favorite beverage or snack, sweets take the cake as the top six food choices for indulging.

The survey also confirms that women are the true chocolate lovers. Seventy-four percent of female respondents consider chocolate an indulgence, compared to 66 percent of men.

“The Swiss Miss Indulgent Collection is an option for people who want a wholesome, everyday indulgence that is rich in taste and quality. Our consumers tell us they want chocolate, and our new variety, Dark Chocolate Bliss, is made for the chocolate lover,” says Sharon McLenahan, VP marketing, dairy snacks at ConAgra Foods.



Rich, creamy pudding is one delicious way that people can indulge.

The Swiss Miss Indulgent Collection combines fresh cream and milk to create a rich taste and silky-smooth creaminess. Available in Creamy Milk Chocolate, Chocolate Vanilla Swirl, Creamy Vanilla, Old Fashioned Tapioca and new Dark Chocolate Bliss, the pudding snacks combine taste and convenience.

Among other results, the Swiss Miss Indulgent Collection survey found:

- Reward yourself: Women are more likely than men to feel that they deserve an occasional indulgence (59 percent vs. 51 percent).
- Chocolate tops the list: Not only are women more likely to say that chocolate is an indulgence, they are more apt than men to admit indulging in chocolate (62 percent vs. 49 percent).
- Americans treasure treats:

Eighty-four percent of Americans under the age of 34 consider eating a favorite food to be a simple indulgence.

- The psychology of indulgence: Most Americans find pleasure in indulging. Seventy-one percent say indulging brings satisfaction. Sixty-seven percent of women associate indulging with pleasure.

- Spread the joy: One-third of Americans acknowledge having encouraged a friend or significant other to indulge (37 percent and 33 percent, respectively), and 14 percent of Americans admit they have even encouraged a stranger to indulge.

Additionally, Americans say pudding isn't just for kids. Four in 10 respondents (41 percent) without children at home consider pudding to be an indulgence, compared to just 33 percent of those who are parents. In fact, a quarter of Americans without kids (24 percent) admit to indulging seven days a week. However, parents also enjoy the positive attributes of indulging. Twenty-nine percent of parents agree that indulging brings feelings of happiness.

To learn more about the Swiss Miss Indulgent Collection, visit www.conagrafoods.com.