FORDIS CONSULTING
Illuminating Market Research

Colorado Food & Snacks

How food brands can turn discovery into a first purchase

Consumer insights for Colorado food manufacturers, founders, and marketing teams. Includes opportunities for Buy Colorado Day and research priorities for 2027 and beyond.

77%

Category discovery

342 of 446 named Food & Snacks.

83%

Offer consideration

283 of 342 food-interested respondents selected at least one tested food brand.

52%

First-purchase potential

178 of 342 selected a tested food brand they had never bought.

The report compares five tested brands and ten named product types. Brand consideration was hypothetical, with listed products at least 50% off on March 3. That is not an estimate of regular-price demand.

Learn more about Buy Colorado Day

Food discovery is broad. The reason to buy is not.

The strongest use of this survey is to choose whom to study, what to feature, and what to validate before investing.

Put discovery first	Food & Snacks was the most-selected category for discovering new brands: 77% of all respondents. Among food-interested respondents, 76% had never heard of at least one of the five tested brands. **Marketing decision: explain what the product is and why it is worth trying before asking people to click.**
Build for two kinds of trial	35% of food-interested respondents considered a familiar food brand they had never bought; 29% considered an unfamiliar one. These groups overlap. **Marketing decision: give people who know the brand a reason to try it; give unfamiliar shoppers a reason to pay attention.**
Don’t force a single winning product type	Meat snacks led at 38%; nuts and trail mix, granola and cereal, and candy and chocolate each reached 36%. The leading group is tight, not a clear winner. **Marketing decision: shortlist one or two offers based on your economics and audience, rather than assuming one product type will outperform.**
Measure beyond the event	Past buyers were much more likely to consider a tested brand than unfamiliar shoppers, but trial accounted for 45% of all food-brand selections. **Marketing decision: track first-time orders separately from repeat orders, then see what carries over at regular price.**

Bases: Q4, n=446; Q9 and Q27, Food & Snacks n=342; Q27 × Q29, selections matched at respondent level.

Several product types could anchor a feature

Product types respondents most wanted to see listed at 50% off or more. Percentages use the Food & Snacks base of 342.



WHAT THIS MEANS FOR A FOOD BRAND

Make the first product easy to understand, ship, and try. A close category ranking is a reason to test your strongest offer, not to add a product your brand does not make.

On the shortlist: compare a familiar single item with a sampler or multi-pack where fulfillment and margins permit. The survey did not test those formats directly.

Q9 allowed up to three selections; 114 records had four named selections. Responses were retained as recorded. “Other”: 13 of 342, not charted.

People don’t need to know a brand to consider it

Two views of the same survey: unique shoppers show reach; respondent–brand ratings show how each relationship group responded.

Among food-interested shoppers	People	Share
Considered at least one tested food brand	283 / 342	83%
Considered at least one food brand never bought	178 / 342	52%
Considered a known food brand never bought	118 / 342	35%
Considered an unfamiliar food brand	99 / 342	29%

The last two groups overlap: 39 shoppers did both.

Relationship before the survey	Ratings	Selected	Rate
Never heard of the brand	669	131	20%
Knew it, never bought	475	155	33%
Bought before	566	350	62%

WHAT THIS MEANS FOR A FOOD BRAND

Use a product introduction to reach unfamiliar shoppers and a clear first-purchase offer for people who already recognize the name. Keep returning buyers in a separate reporting group.

Q27 × Q29. The lower table pools 1,710 respondent–brand ratings across five brands. Each person could contribute five ratings.

Five brands, five different starting points

Overall consideration uses all 446 respondents. Familiarity and relationship-group rates use the 342 Food & Snacks respondents or the relevant subgroup.

Brand	Overall	Unfamiliar share	Unfamiliar rate	Aware nonbuyer rate	Past buyer rate
Noosa	33.2% (148)	23%	14% (11/77)	29% (27/92)	64% (110/173)
Chocolove	33.0% (147)	58%	34% (67/198)	37% (28/75)	75% (52/69)
Justin's	28.5% (127)	45%	17% (26/153)	40% (34/86)	65% (67/103)
Bobo's	25.8% (115)	38%	16% (21/131)	34% (38/112)	57% (56/99)
Horizon Organic	22.2% (99)	32%	5% (6/110)	25% (28/110)	53% (65/122)

Chocolove | Discovery

67 of 198 unfamiliar shoppers considered it—the strongest unfamiliar-group rate among the five in this sample.

Justin's & Bobo's | First purchase

Consideration among aware nonbuyers reached 40% for Justin's and 34% for Bobo's. Test what shoppers already know against what they still need to understand.

Noosa & Horizon Organic | Repeat purchase

Past buyers made up 74% of Noosa considerers and 66% of Horizon considerers. Use purchase history to distinguish current from lapsed shoppers.

Q27_1–Q27_5 and Q29. Multiple brands could be selected. Noosa and Chocolove differ by one respondent; treat their overall results as effectively tied in this sample.

Test different occasions, not rigid age targets

Category interest and offer consideration are broadly distributed. Product-type differences are useful as prompts for creative research, not as targeting rules.

Age band	Food discovery interest	Any tested food offer[1]	Product types to test[2]
18–34	86% (67/78)	84% (56/67)	Baked goods 52% (35/67)
35–54	77% (168/219)	83% (140/168)	Meat snacks 45% (75/168)
55+	72% (107/149)	81% (87/107)	Nuts/trail mix and granola/cereal each 48% (51/107)

[1] Among Food & Snacks respondents in each age band. [2] Selected examples, not a ranking of all products.

Shared audiences are a starting point for pairing tests

Two brands selected by the same respondent	Count
Justin's + Chocolove	74
Noosa + Chocolove	73
Noosa + Horizon Organic	68

WHAT THIS MEANS FOR A FOOD BRAND

Use overlaps to generate ideas, such as a chocolate and nut-butter recipe or a breakfast pairing. Co-selection is not a basket, joint purchase, or evidence that a partnership would work.

Q1 × Q4, Q9 and Q29. Age comparisons are descriptive and not population estimates. Co-selection counts are from the full n=446 sample.

Make the deal easy to trust and easy to redeem

Illustrative feedback from Food & Snacks respondents about the proposed event. These examples show what to test, not how often a concern was expressed.

DISCOVERY	“It is a great idea but I don’t know much about Colorado brand. I like the discount mostly 50% off on that special day. Tell me more about it.”
FULFILLMENT	“I like the idea of supporting local businesses and getting deals on Colorado-made products. However, I’d want to know more about which brands are participating and how delivery works. It could be confusing if the deals are spread across different websites.”
AVAILABILITY	“I like the deep discount even if it’s for one day. I’m concerned about the limited stock though. The idea is pretty straight forward though”

Before shoppers click	Show the product, pack size, regular and sale prices, inventory status, and whether purchase happens on the brand site.
Before shoppers pay	Make shipping cost, delivery timing, and any chilled or frozen fulfillment limits visible. Check margin after discount, packaging, and shipping.

Q5 open text, 338 Food & Snacks respondents with a response. Selected verbatims; apostrophes and whitespace standardized for presentation.

What to learn before the next growth decision

Use existing sales, brand tracking, and shopper research to choose which of these studies would change a decision. None requires event participation.

1. Identify the barrier	Interview unfamiliar shoppers, aware nonbuyers, and recent or lapsed buyers. Ask what they choose today and why before showing your product. **Decision: whether to invest in awareness, first purchase, or retention.**
2. Test message, pack, and price	Compare product-first and occasion-led messages with the same pack and price. Then test a single item vs. a sampler at regular and promotional prices. **Decision: which message and offer are worth testing in market.**
3. Check what happened	If you run an event or retail pilot, tag orders and define first-time buyer in advance. Use a comparison group where feasible and track profit after fulfillment. **Decision: whether to repeat, refine, or stop the offer.**

MEASURE WHAT THE DECISION REQUIRES

Track first-time buyer order rate, contribution per order, and repeat purchase in a pre-set follow-up window. Count repeat orders separately. Survey interest can guide the test, not substitute for results.

Explore what this could mean for your brand

Book a 20-minute conversation about using existing research and deciding what to study next for 2027 and beyond.

Email Lara Fordis to book 20 minutes

How to read the numbers

This report summarizes the 446-response Buy Colorado Day Evaluation. The food analysis focuses on the 342 respondents who selected Food & Snacks in Q4.

Q4 | Category discovery	“In which of the following categories are you most interested in discovering new brands?” Respondents were asked to choose 3–6.
Q9 | Product types	“Which types of products within the Food & Snacks category would you most want to see listed on Buy Colorado Day at 50% off or more?” The prompt said up to three; 114 respondents recorded four named choices. We kept the provided responses.
Q27 | Brand relationship	“Which of the following best describes your experience with the following brands in the Food & Snacks category?” One answer per brand: previously purchased, know the brand but never purchased, or never heard of it.
Q29 | Brand consideration	“Suppose each brand below participated in Buy Colorado Day and every product it listed on Buy Colorado Day was at least 50% off on March 3. Which, if any, brands would you consider purchasing from?”
Calculations	Overall Q29 brand rates use all 446 respondents; the category, brand-familiarity, and product-type cuts use 342 or the subgroup shown. Respondent-level data were matched across questions. Multi-select shares can sum to more than 100%.
Limits	The results describe this sample. The survey measured hypothetical consideration, not actual sales, discount lift, price sensitivity, or shopper demand for all Colorado brands. It did not test specific products or establish a representative statewide estimate.

Additional inputs: Q1 age and Q5 open-ended concept feedback. All reported shares are unweighted and rounded.