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SANTY PRESENTS PROPRIETARY RESEARCH ON MILLENNIALS SHOPPING BEHAVIORS

Agency partnered with the National Grocers Association to present insights through a webinar

Scottsdale, Ariz. – Today, marketing communications agency Santy presented their proprietary research on millennials and their grocery shopping behaviors through a webinar with the [National Grocers Association](#). The attendees consisted of independent, community-focused retailers and wholesalers.

Since Millennials have begun to demonstrate their massive buying power the question for brands has been: “How can you understand their mindset and make sure you speak to this complex consumer group?”

Santy surveyed a group of millennials to see how their attitudes towards grocery shopping are shaped by coming of age during the great recession. In this webinar, Santy revealed insights about the surprising motivations and drivers behind millennial grocery shopping habits that were discovered through their research.

The webinar titled “On The List and In The Cart: The Truth Behind Millennials and How They Grocery Shop” was presented by Santy's Director of Brand Strategy & Planning at Santy, Adam Pierno and Digital Strategist, Alex Berger.

For a full recap, download the whitepaper detailing the insights [here](#).

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About Santy:

Santy is a marketing communications agency offering branding, broadcast commercials and production, digital, social media, mobile, media planning/buying and public relations. Santy specializes in marketing to Gen X and Millennials for multi-unit retail chains, consumer packaged goods and healthcare clients.