

Poor Customer Experiences – Half Bad is Not Good!

A Shelf-Life Variability Study



Get the study:
info@zestlabs.com

FRESHNESS MATTERS!

80%

80% of shoppers consider high-quality produce the most important factor when selecting a primary grocer.

IT'S A LOTTERY



The study showed that shelf-life can vary by up to

21 Days



16%

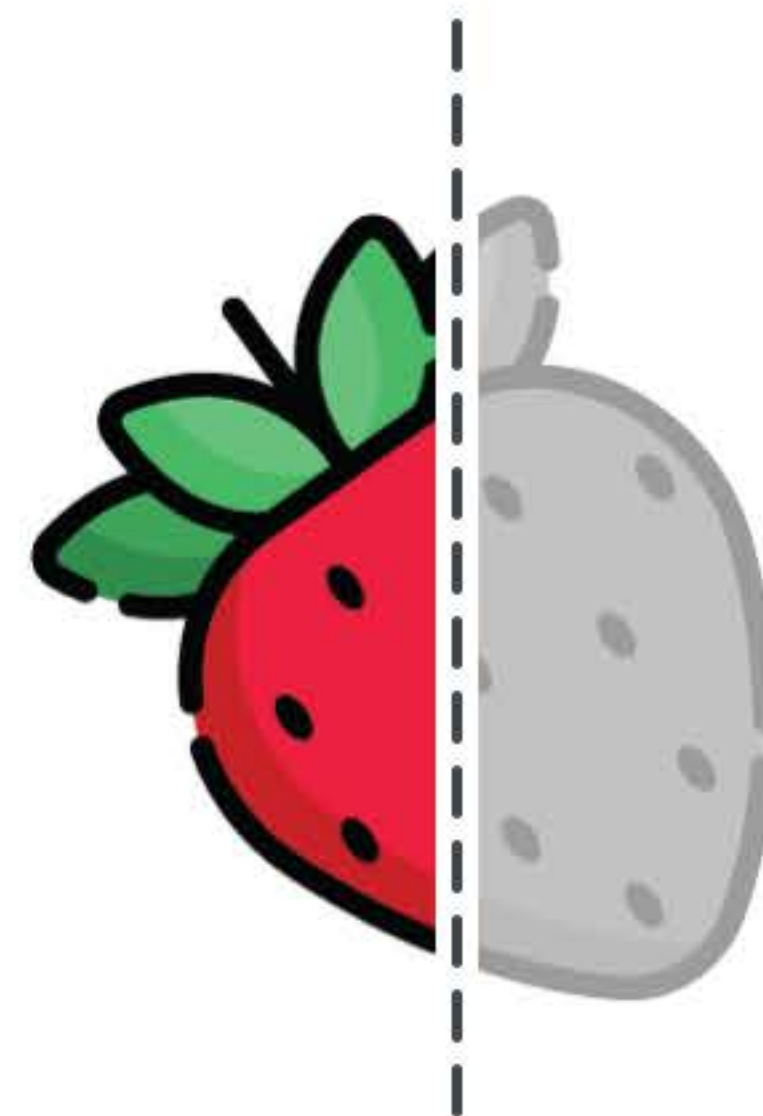
Of product that spoiled prematurely was bad before it even got home.

FRESHNESS MANAGEMENT



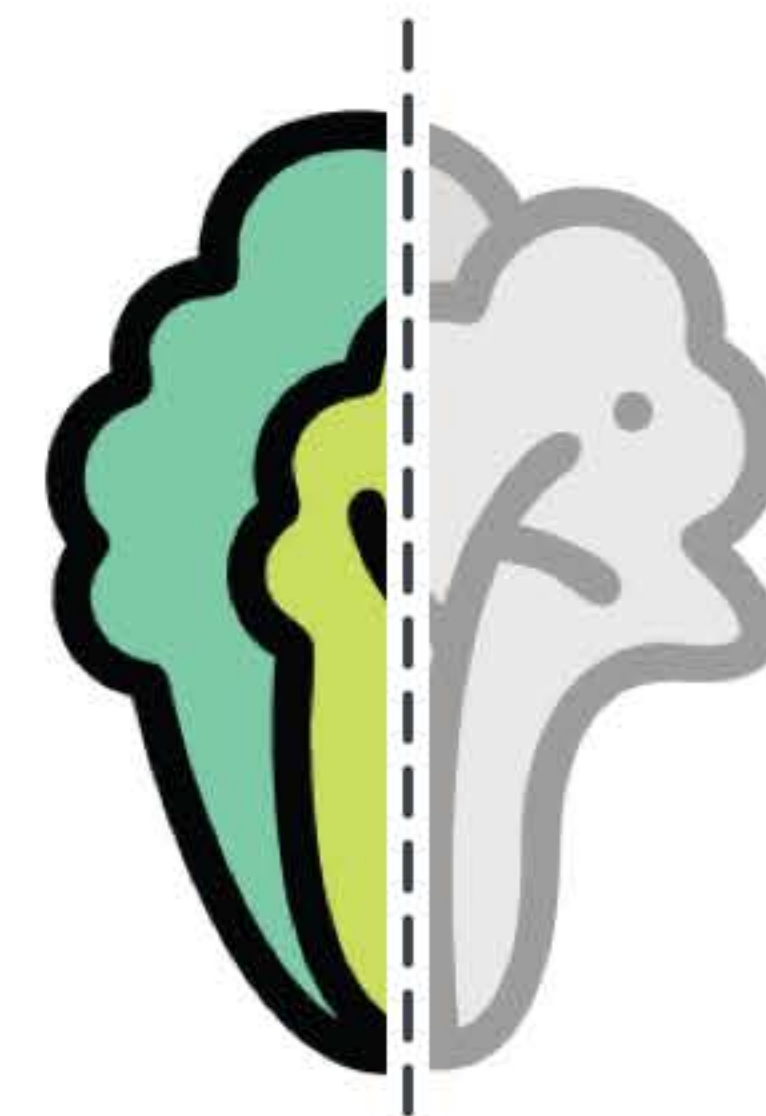
Learn more at ZestLabs.com

CURRENT REALITY



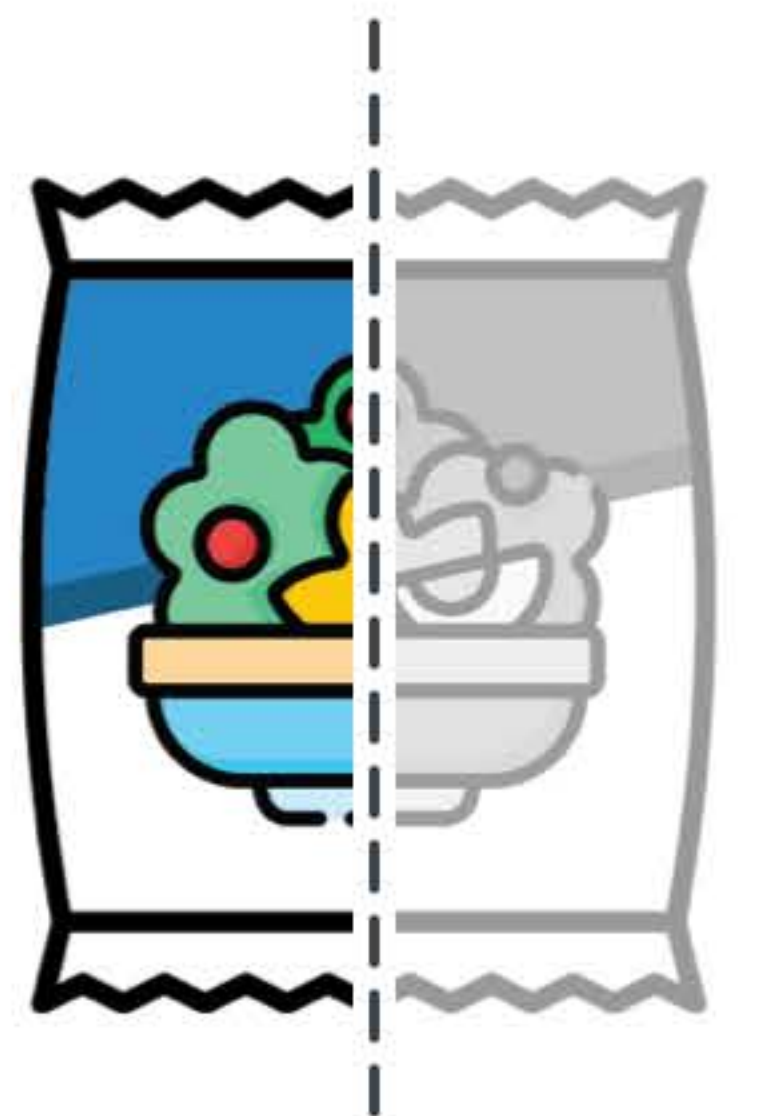
58%

Strawberries



49%

Romaine Lettuce



54%

Bagged Salad

Roughly half of the sampled produce spoiled prematurely.

FRESHNESS MYTHS



The study showed that shelf-life variability is a problem regardless of cost, brand or grocer.