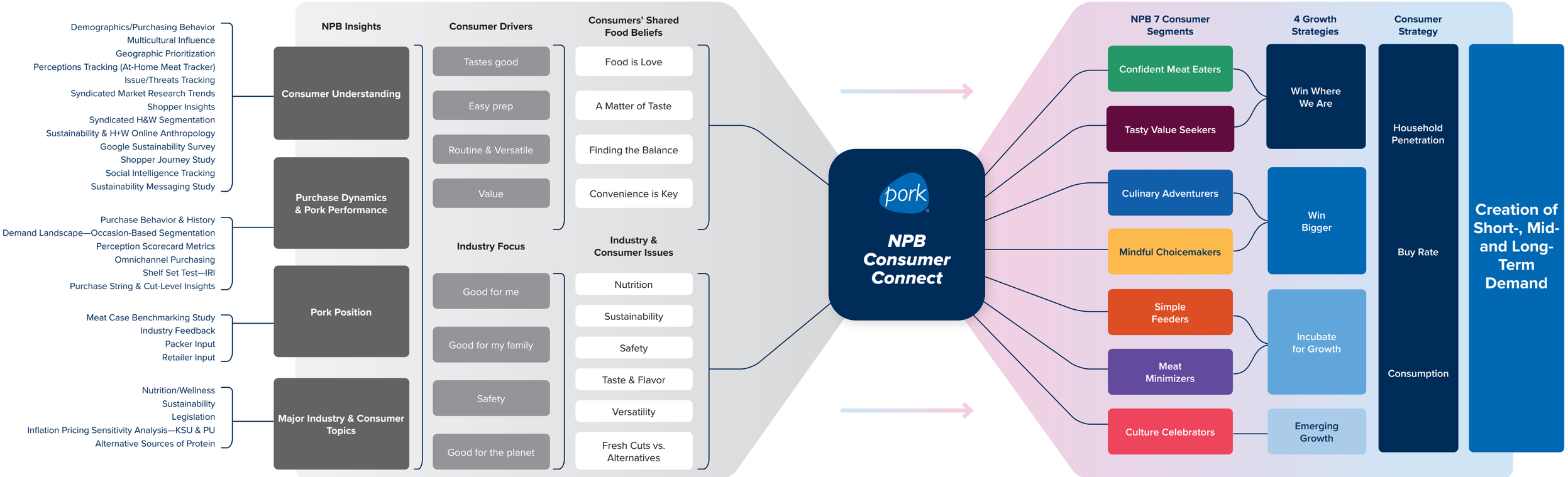
Getting to What Matters Most with *NPB Consumer Connect*

NPB Commissioned Research



Source: NPB Checkoff Funded Proprietary Research, Material, Consumer Strategy Playbook, 2023