



National Association of College Stores

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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Collegiate Research Services Announces Sweet Results

Snickers, Reese's top student preferences

September 24, 2008 (OBERLIN, OH) – When it comes to satisfying a college student's sweet tooth, the choice is clear – they're reaching for a Snickers bar or a Reese's Peanut Butter Cup.

A recent student panel survey conducted by Collegiate Research Services, the research arm of the National Association of College Stores, found that Snickers and Reese's Cups ranked at the top of college students' choice of their favorite candy bar. Snickers received 15% of the votes, edging Reese's Cup's 14%. No others came close, with Twix standing a distant third at 8%.

There was more agreement among the 623 student respondents about their favorite snack food, with almost half (49%) preferring Chips/Crackers/Popcorn. Cookies/Cakes/Brownies were a distant second choice at 10%, followed closely by fruit at 9%.

NACS, the national trade association of the collegiate retailing industry, has more than 3,100 college stores as members, giving it unprecedented access to the college-age market. NACS' Collegiate Research Services assists companies wishing to learn more about this influential demographic, which has an annual purchasing punch of more than \$100 billion. For more information, contact Karen Bartelme at 440-775-7777 ext. 2216.

About NACS

Headquartered in Oberlin, Ohio, the National Association of College Stores is the trade association of the collegiate retailing industry. NACS' 3,100 member stores serve America's college students while supporting the academic missions of higher education institutions everywhere. Additional information can be found online at www.nacs.org.

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