

Harry Balzer

Expert in Food Consulting, Eating Behaviors, and Diet Trends

There are not many people in the United States that have followed the actual eating patterns of Americans as long as Harry Balzer, vice president of The NPD Group. A national expert on food and diet trends, Balzer and The NPD Group have been tracking the eating and drinking patterns of Americans for nearly 30 years. He is the author of The NPD Group's Annual Report on Eating Patterns in America, which is in its 22nd year. That's why more than 90 percent of the nation's food and beverage manufacturers and restaurant operators rely on Harry and NPD data. Balzer is widely known within the industry as a consistent source for information on actual consumer eating habits ... not just what they say they are doing ... but what they really do!

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