

An original, genuine,
completely serious and totally
necessary comparative study
into the varying, often quirky
and sometimes rather odd
preferred methods and rituals
adopted by Australians for
eating their favourite lollies:

A 2018 White Paper

Official **Lolly Lovers Index** conducted by Allen's.
Because for some reason no one has ever produced one before,
which seems crazy.

Index

Section 1.0 Introduction	1
Section 1.1 Top-line summary	2
Section 1.2 Key findings	3-4
Section 2.1 Detailed results: Snakes	5-6
Section 2.2 Detailed results: Jelly Babies	7-8
Section 2.3 Detailed results: Frogs	9-10
Section 2.4 Detailed results: Strawberries & Cream	11-12
Section 3.0 Anecdotal findings	13-16
Section 4.0 Research methodology	17
Section 5.0 About Allen's	18

Each to their Allen's

Nibblers. Biters. Stretchers. Twisters. Chompers. Splitters. When it comes to enjoying their favourite lollies, Australians really are a mixed bag.

How do you eat an Allen's Snake, or Frog, Strawberry & Cream, or Jelly Babies? The debate has raged for years. Allen's Lolly Lovers Index: A 2018 White Paper is a first of its kind – a comprehensive study into the preferred methods for enjoying a range of the nation's favourite lollies. Because why not?

It represents research conducted with a broad cross section of society, to better understand the habits and rituals of Australia's lolly lovers.

The report uncovers regional patterns, gender-based trends, generational preferences and some surprisingly unexpected personal habits, in an effort to explore how we should be eating our Allen's lollies. So finally someone can get to the bottom of this highly controversial topic.

Top-line Summary

The new jolly lolly research revealed that while Australia is a country of head-swapping Jelly Babies decapitators, Strawberries & Cream splitters and Frog nibblers (some of whom have a penchant for tea-dipping), Snakes remain the nation's favourite.

The iconic, stretchy jelly reigns supreme in the confectionery world, with 30% of those surveyed choosing Snakes as their favourite lolly – Baby Boomers (50-69 years) leading the charge as the stretch-masters (35%), closely followed by Millennials (18-34-years, 34%).

Strawberries & Cream were the second favourite with 24% choosing the lolly, with Frogs and Jelly Babies in third and fourth place.

Key Findings

Research indicates that Australia is a nation split by age, gender and even region when it comes to lolly enjoyment.

- **Women are divided in their Snake eating rituals**, with 40% choosing to bite the head off first, while another 40% prefer to stretch their Snakes and 15% choose to nibble along the length.
- **Men do things a little differently**, with a third (31%) choosing to bite the head off their snake, a quarter (26%) stretching, and another quarter (24%) eating in one go.
- **Men prefer to eat their Frogs in one go (36%)**, while women are biters, taking the head off first (34%) before devouring the rest.
- **Millennials (18-34) are the most likely to bite the strawberry from the cream** base as their top Strawberries & Cream lolly eating ritual (30%), closely followed by Gen X (34-49) at 28%.
- **VIC and TAS are home to the nation's most enthusiastic Snake stretchers**, with close to 40% nominating the pulling method as their stand out ritual.
- **WA is the state that prefers to decapitate Frogs as their top choice (37%)**, while QLD is the most likely state to amputate, with 16% choosing to nibble off the head and limbs before eating the body.
- **A quarter of SA lolly lovers (23%) said that their favourite way to enjoy Strawberries & Cream is by biting the strawberry part first.** Interestingly, they are also the state most against biting the white part off first, with only 4% doing so.
- **QLD lolly lovers are all about the 'whole-in-one'**, with half (46%) choosing this as their preferred way to enjoy Jelly Babies.
- **NSW and ACT are Australia's proudest lolly states**, with half (47%) saying they would share their lolly eating rituals with the world.
- **31% of Australians asked said that they'd had their lolly rituals for as long as they can remember.** Lolly rituals are deeply personal, with only 6% of Aussies saying they'd taken theirs from someone else.

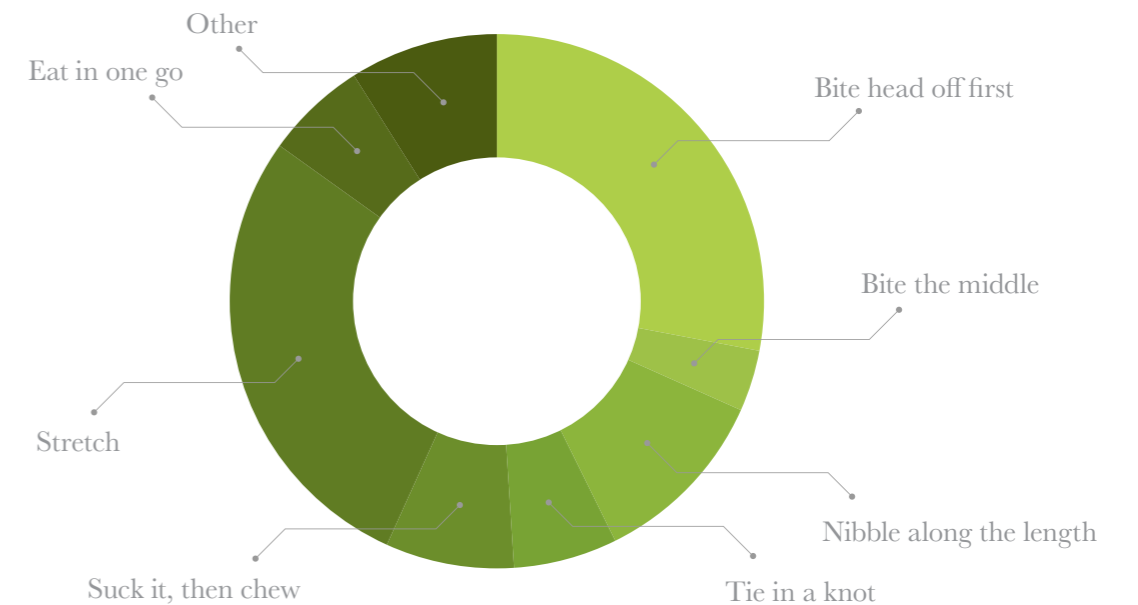
Allen's Snakes



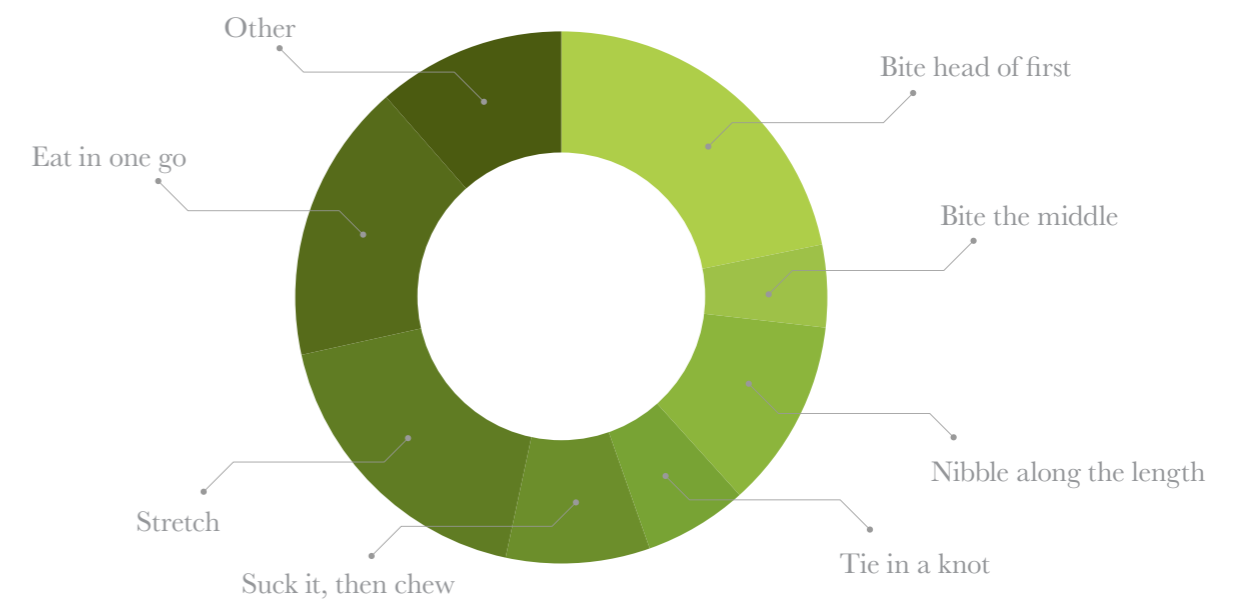
Statistically, Australia's favourite method for eating Allen's Snakes is to bite the head off first. Other popular rituals are to stretch it, or to nibble along the length. One individual even said: *'I get one of each coloured Snake, tie them all together so they make a knot and then eat them in one bite. Yumm!!'*

- WA are the biggest fans of biting the head off first (48%).
- In VIC and TAS, almost 2 in 4 stretch their Snake (39%).
- QLD is home to a large portion of nibblers, with 19% chewing along the length of the Snake before eating.
- The least popular methods are tying Snakes in a knot and sucking the Snake first.
- Some of Australia's quirkier rituals include dipping Snakes in coffee, chopping them into bite size pieces, and chilling them in the fridge.

Representation of how women eat their Snakes



Representation of how men eat their Snakes



Allen's Jelly Babies

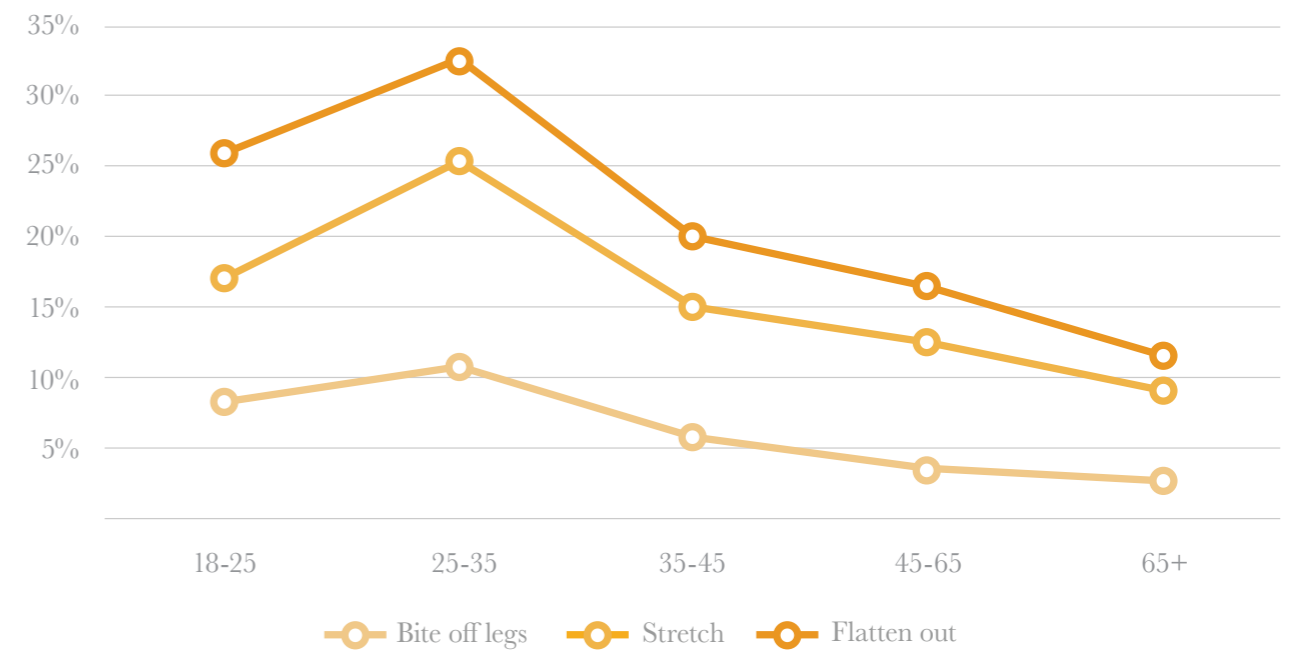


Jelly Babies rituals generate a heated debate among Aussies. 46% of people eat them in one go, 24% bite the head off first, 12% stretch it first then eat it. Relatively few people believe in biting the limbs off first (8%), squishing two Jelly Babies together (8%) or flattening one before eating (just 6%).

Interestingly, one person said: *'I put them in the freezer for at least 12 hours, I love them hard and chewy!'*

- 49% of people in QLD eat theirs in one go.
- 27% of NSW and ACT behead their Jelly Babies.
- 47% of men and 46% of woman eat them in one go.
- 5% of people in SA squish their Jelly Babies together.
- Some Aussies choose to swap the heads with other Jelly Babies.

Tracking how we treat our Jelly Babies as we get older



It seems we become less mean to our Jelly Babies as we get older, with the 65+ group biting less off, stretching them or flattening them the least.

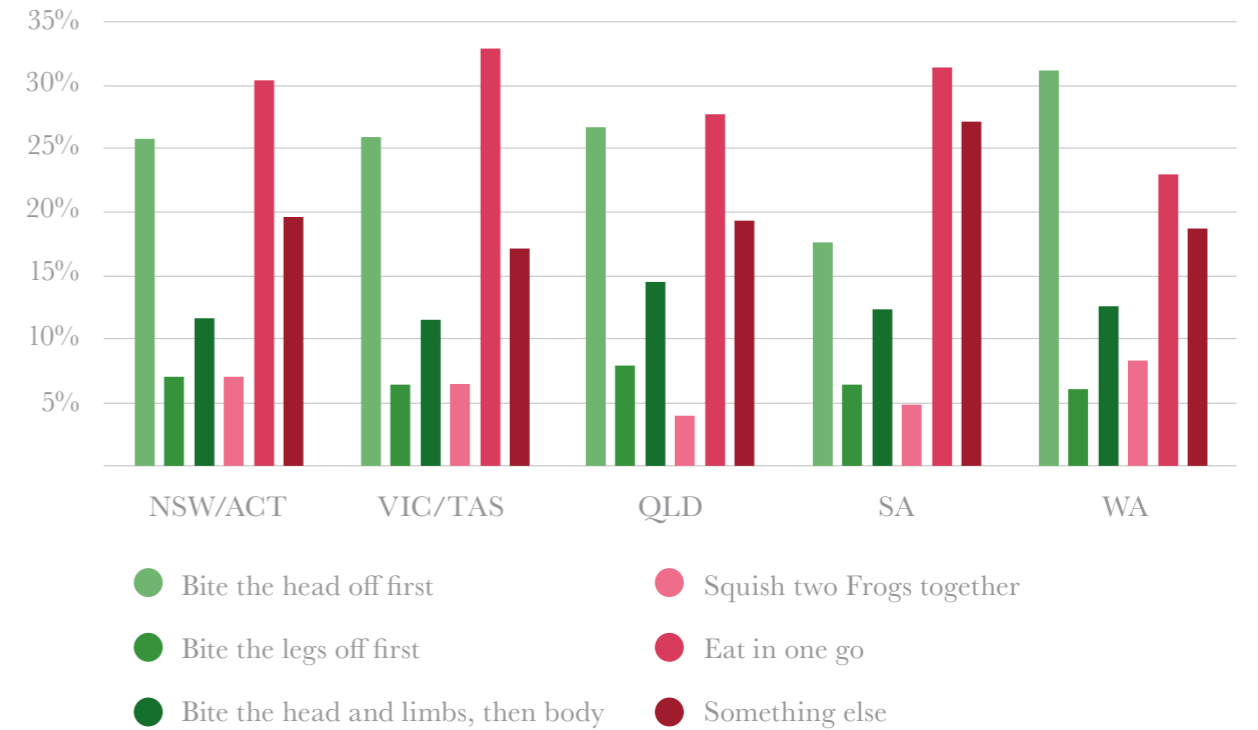
Allen's Frogs



In terms of Frogs, the preferred methods of consumption are to eat them in one go (34%), bite the head off first (30%), and nibble off the head and limbs (14%). While men believe it's best to eat a Frog in one go (36%), women are more likely to bite the head off first (34%). Relatively few Australians (6%) are fans of the Frog cocktail, where two Frogs are squished together.

- WA is the state that bites the head off the most (37%).
- VIC and TAS tend to eat them in one go (37%).
- 36% of men choose to eat Frogs in one go, whereas 34% of women bite the head off first.
- Other ways that Australians eat their Frogs include dipping in tea and freezing them first.

State-by-state rituals for eating Frogs



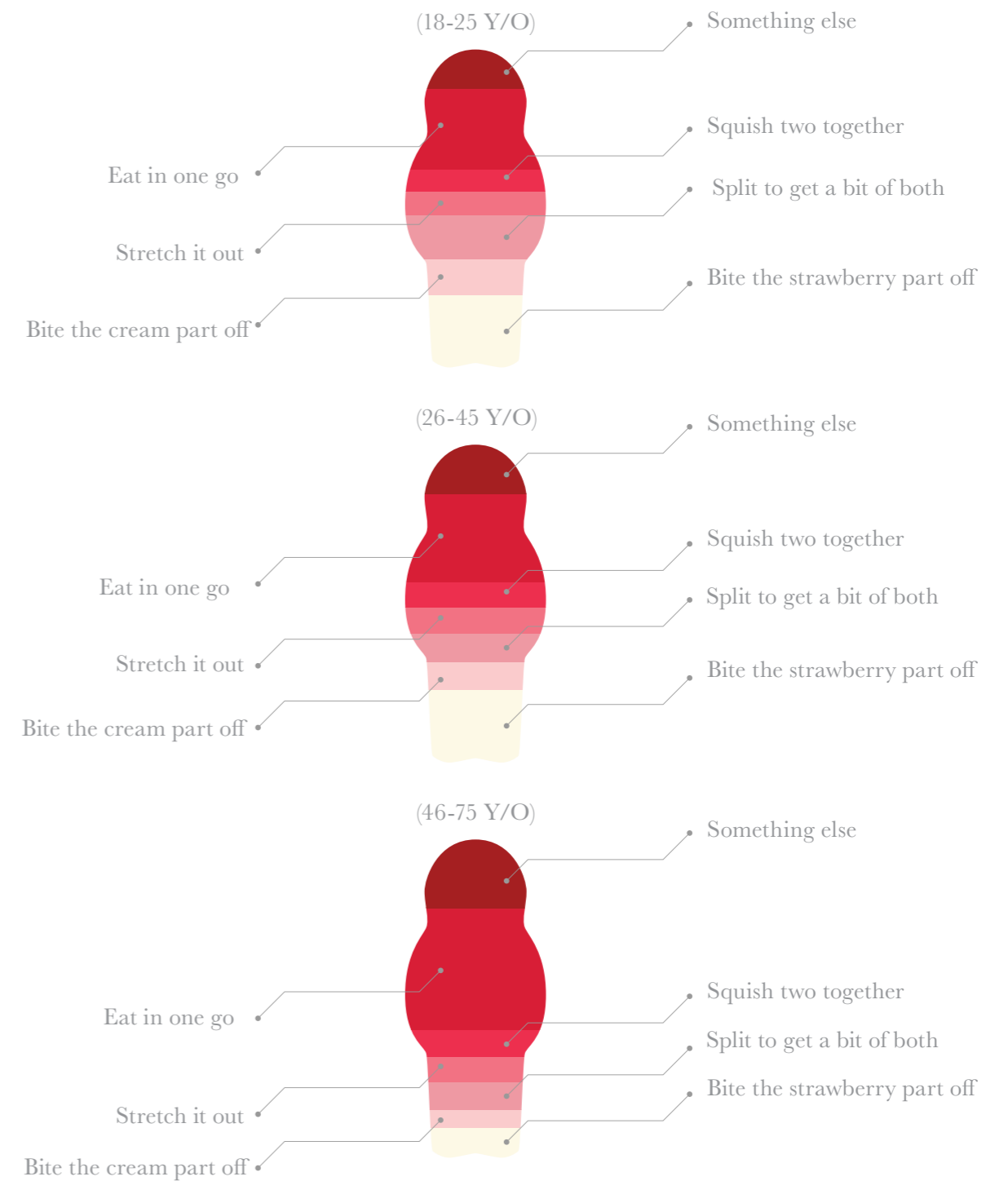
Allen's Strawberries & Cream



While some savour the diversity of flavours in a Strawberries & Cream lolly, the most popular way to eat them is in one go, with 39% of people opting for that approach. 20% bite the strawberry part off first, whereas 13% bite it in half to get a bit of both sides. Fascinatingly, Millennials are much more open to experimenting with the way they enjoy their Strawberries & Cream lollies. In contrast, Baby Boomers are much more likely to just eat the whole lot in one go (46%).

- 1 in 4 people from SA bite the strawberry part from the white part, but only 4% of them do it the other way around.
- The least popular methods are squashing two together and stretching them out.
- Strawberries & Cream melted into a delicious goo was one of the weird and wacky rituals uncovered.

Favourite Strawberries & Cream rituals from generation to generation



How do Australians eat their Allen's?

Anecdotal feedback from a broad cross section of society

“When I eat an Allen's Snake I stretch it out as long as possible and have a competition with my brother and sister to see who can tie the most knots – and then eat the Snakes afterwards!”

Snakes

“Wrapping a Snake around a Jelly Baby and eat them all in one.”

–

“When I eat an Allen's Snake I stretch it out as long as possible and have a competition with my brother and sister to see who can tie the most knots – and then eat the Snakes afterwards!”

–

“Tie them in a knot so they can't slither away.”

“Might sound gross but I suck the head of the Snake until it dissolves, then work my way down the body to make the joy last as long as possible! Takes about an hour but I like to squeeze as much deliciousness out of my lolly as possible! Haha!”

–

“Frozen Snakes to make they last even longer!”

“Our family play a game where you have to put a whole Snake in your mouth and tie a knot in it with your tongue before you can eat it.”

–

“Snakes are always eaten by swinging them around in a circle (like a propeller) then once they are stretched out; eat them all in one mouthful.”

Frogs

“I get a glass of water and ice and using a skewer I stick the skewer in the red and green lollies and dunk them in the icy water till they get hard, sooo good!”

–

“Melted on toast.”

–

“Dunking the lolly in a tea then eating.”

–

“Stretch out the big Frogs and eat the legs first then the body.”

“Dunking the lolly in a tea then eating.”

Strawberries & Cream

“I separate the cream from the fruit for all fruit and cream lollies, play tug of war with Snakes until they snap, pretend to pull the cap off Milk Bottles lollies, suck the sugar off the Mint Leaves and drive Racing Cars.”

–

“My husband loves eating Strawberries & Cream lollies with Chicos.”

“I get two Strawberries & Cream, bite the strawberry off one and the cream off the other, then I attach the leftover Strawberry & Cream to make a new full Strawberries & Cream and eat that whole.”

–

“I eat the Strawberry off the Cream and I also eat each berry out of the Ripe Raspberries.”

“With Jelly Babies I bite them in half and squish the tops and bottoms of different flavours together.”

“I bite the heads off then rip their legs off and suck on their tummy till it’s mushy!”

Jelly Babies

Other

“With Jelly Babies I bite them in half and squish the tops and bottoms of different flavours together.”

“Sometimes I eat my lollies together with a chocolate bar and nuts. It’s not weird at all.”

“For my favourite lollies I bite the heads off Jelly Babies and Chicos, eat the green bit of the Pineapples first then the yellow and eat the red part of the Strawberries & Cream then the white. Yummy!”

“I once saw someone eat one with a knife and fork.”

“I have been known to put them in ice cream. You just end up with cold hard lollies.”

“Always eat the peaches before the cream.”

“Eating them in a sandwich.”

“When eating Milk Bottles, I eat the cap first, then the bottle. Strawberries & Cream, I eat the strawberry part, then the cream. Chico babies are beheaded first! Raspberries are thrown in the air & caught by mouth. I don’t eat ANY green lollies.”

“I like to race the Race Cars across the table before zooming them into my mouth.”

“I like to string Cheezels onto my Snakes, especially the red ones!”

“I usually steal my partners because he always buys Peaches and Cream!”

“I love the Peaches and Creams and I stretched it both width and length until it is so flat and I try and push my tongue through it and then I chew it and swallow it.”

“I bite the heads off then rip their legs off and suck on their tummy till it’s mushy!”

Research Methodology

This study was conducted on the YouGov Galaxy Online Omnibus between 22-25 March, 2018.

The sample comprises 1,034 Australians aged 18 years and older distributed throughout Australia, as follows:
New South Wales/Australian Capital Territory 318
Victoria/Tasmania 294 Queensland 227 South Australia
92 Western Australia 103.

Age, gender and region quotas were applied to the sample.

Following the completion of interviewing, the data was weighted by age, gender and region to reflect the latest ABS population estimates.

About Allen's

Founded in 1891, Allen's is an iconic Australian confectionery brand, known for creating the nation's favourite and widest range of lollies.

Allen's exists to create smiles and is famous for its delicious jellies, chews and chocolates – each of which has a distinctive Allen's flavour, texture and colour.

Allen's iconic jellies are produced locally in Broadford Victoria, including popular favourites stretchy Snakes, Strawberries & Cream, soft Bananas, Ripe Raspberries, and beloved Red Frogs – offering sweet treats for all types of lolly lovers that are perfect to share with friends and family.

