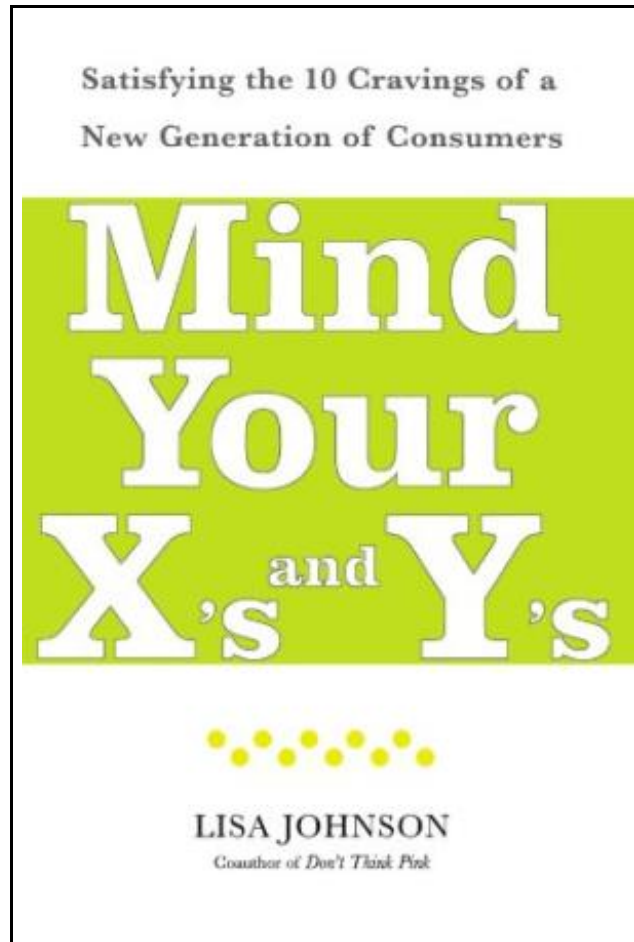


## Mind Your Xs and Ys: Satisfying the 10 Cravings of a New Generation of Consumers



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