Top 10 Trends 2017
by Innova Market Insights
Food Tech Summit & Expo
Lu Ann Williams, Director of Innovation

Mexico, September 2017
Innova Market Insights’ Top 10 Trends for 2017

1. Clean supreme
2. Disruptive green
3. Sweeter balance
4. Kitchen symphony
5. Body in tune
6. Plain sophistication
7. Encapsulating moments
8. Beyond pester power
9. Fuzzy borders
10. Seeds of change

ABOUT INNOVA MARKET INSIGHTS

Innova Market Insights is a leading market research company, serving our customers with our unique and powerful Innova Database: the world’s largest database for the food industry, used by leading companies in food ingredients and manufacturing for future success in the dynamic FMCG/CPG industry.

YOUR SPEAKER

Lu Ann Williams is Director of Innovation at Innova Market Insights. With more than 25 years’ experience in the food industry, Lu Ann is a trend expert and frequent public speaker at events worldwide. She leads a team of analysts and works with global clients.
Top 10 Trends
Indexed growth of F&B new product launches tracked over time with a key clean label claims (Global, 2008=100)

**Trend 1 – Clean Supreme**

**EVOLUTION OF A TREND THAT IMPACTS NPD IN F&B**

- Indexed growth of F&B new product launches tracked over time with a key clean label claims (Global, 2008=100)

**CLEAN CLAIMS**

- **No additives/preservatives** remains the most tracked claim
- **Natural** is the ultimate aim, but still lacks a clear definition
- **Organic** fills in the natural-gap as it is considered healthy
- **Non-GMO**: significant growth due to voluntary claims

**CLEAR IMPLICATIONS**

- **Clean label ingredients** like coloring foods are thriving
- **Cleaner formulations** result in shorter ingredient lists
- **Transparency** about ingredients, process and final product
- **Processing technologies** for clean label processing
Double digit continuous growth for clean label related NPD around the world

- NORTH AMERICA +17%
- WEST EUROPE +17%
- EAST EUROPE +10%
- ASIA +12%
- LATIN AMERICA +37%
- AUSTRALIA -ASIA +16%
- MEXICO +23%

* % represent CAGR (2011-2016) of new product launches tracked with a clean label claim
* Clean label claims: no additives/preservatives, natural, organic or GMO-free
The rules have been rewritten

CLEAN AND CLEAR FROM FARM TO FORK

- More and more dairy launches are carrying grass-fed claims. The global number increased by 47% from 2015 to 2016.
- Other claims to watch include “antibiotic free,” “animal welfare” and “GMO-free.”

INDUSTRY LEADERS “CLEAN” THEIR PORTFOLIOS

Mars to Phase Out Artificial Colors in M&M’s, Other Foods

Move comes amid trend toward natural ingredients

Bove Organica Leche Deslactosada: Organic Lactose Free Milk

Mexico, May 2017

DESCRIPTION Organic lactose free cow’s milk with added vitamins A and D, in a 1L plastic bottle.

Mexicans looking for cleaner options; will drive further NPD

**NATURAL AND NO ARTIFICIAL* ON TOP OF MIND**

Factors that influence purchase decision when buying food & beverages (Mexico, 2017)

- Natural: 38%
- No artificial flavors or colors: 20%
- Made with real ingredients: 16%
- Organic: 9%
- Non GMO: 3%

**CLEAN SUPREME GAINS TRACTION IN MEXICO**

“Without nitrites, preservatives, phosphates and MSG”

“With natural vegetables. No preservatives. Sustainable Knorr association. We’re establishing the Sustainable Knorr association with our farmers, to make sure that our fields receive all the needed attention.”

*No artificial flavors or colors.*
### Communicating naturalness

<table>
<thead>
<tr>
<th>Explicit claims</th>
<th>Visual aids</th>
<th>Short ingredient list</th>
</tr>
</thead>
</table>
| **Pauls Finest Quinoa Organic Quinoa With Pesto Basil Sauce**  
United Kingdom, Mar 2017  
DESCRIPTION: Ready-to-eat organic cooked quinoa with a separate tray of pesto basil sauce.  
CLAIMS: All natural ingredients. | ![Quinoa Pesto Basil](image) | ![Crusti Croc Chips](image)  
**Crusti Croc Bio Gemuse Chips Mit Meersalz:**  
Organic Vegetable Chips With Sea Salt  
Germany, May 2017 | ![Naked Rhubarb Custard Bar](image) | **Nkd Rhubarb And Custard Bar**  
United Kingdom, Apr 2017 | **My Ingredients**  
Dates 55%  
Cashews 25%  
Raisins 19%  
A hint of natural flavouring  
THAT'S IT! |

Strong overlap across Europe
Simple and natural can also be indulgent

**LUXURY IN THE PROCESS**

**Kookie Cat Organic Vegan Cashew And Oat Cookie**

With Vanilla And Chocolate Chip Cookie

France, Apr 2017

CLAIMS. Cookie Cat are wonderfully imperfect cookies, handcrafted with high quality ingredients, tons of love and passion to share good food.

**GOURMET TOUCH**

**Daunat Extra Gourmet Brioche**

France, Apr 2017

DESCRIPTION. Extra gourmet pure butter brioche with fresh eggs, in a plastic packet.

**QUALITY AND STORYTELLING**

**Thomas Tucker Luxury Toffee Popcorn Salted Caramel And Vanilla Flavor**

United Kingdom, Mar 2017

DESCRIPTION. Luxury popcorn delicately air-popped, with the finest salted toffee and vanilla flavored coating. Comes in a 125g plastic pouch.

**Medium overlap across Europe**
Trend 2 – Disruptive Green

**Indexed growth of F&B new product launches tracked over time with a plant based claim (Global, 2011=100)**

**PLANT POWERED GROWTH**

**TRULY MAINSTREAM**

- **Plant milks, meat substitutes** and **vegan** offerings have moved rapidly moved into the mainstream.
- **Consumers** are looking for innovative options to take the inherent benefits of plants into their daily lives.
- **Plant power**: even dairy companies are now leveraging the functional and technical benefits of plants in NPD.

**PLANT APPLICATIONS**

- **Alternative protein (i.e. vegetarian/vegan)**: both plant-based dairy and meat alternatives continue to grow
- **Healthy herbs & spices**: turmeric, rosemary and sage all show strong growth across categories
- **Coloring foods**: impressive growth for coloring foodstuffs, ranging from elderberry to spirulina.
Dairy alternatives moving into the mainstream

DAIRY ALTERNATIVE DRINKS BOOM

Indexed dairy alternative drinks new product launches tracked (Mexico, 2011=100)

DAIRY ALTERNATIVES ARE PERCEIVED AS HEALTHY

78% of Mexicans think that dairy alternatives are good for their health (2017)
1 in 4 Mexicans consumes dairy alternatives at least once a week

DAIRY ALTERNATIVES, A FAMILIAR PRODUCT

How often do you consume the next dairy alternative drinks? (Mexico, 2016)

- Series 1
- Series 2

ALTERNATIVE’S ASSORTMENT FOR EVERY TASTE
5% of Mexican consumers influenced by vegan/vegetarian claims

**NUTS**

“Serve in place of ground beef for tacos, nachos, enchiladas and more”

- Neat Mexican Mix
  - Mexico, Apr 2016

**ROASTED VEGETABLES**

“For meat and veggie lovers alike”

- Gardein Gluten Free Garden Veggie Burger
  - Mexico, Jul 2017

**SOY**

“Typical Mexican chilli dish based on soy”

- Chata Chilorio De Soya: Soy Chilli
  - Mexico, Jan 2017
Plants as source of “natural” energy

“GREEN ENERGY” IS TAKING OVER THE CATEGORY

Market penetration of energy drink new product launches tracked with specified ingredient (Global, 2016 vs. 2015)

MORINGA GREEN ENERGY SHOTS

1/2 CUP OF LEAFY GREENS
CAFFEINE EQUAL TO A CUP OF COFFEE
HIGH IN VITAMINS A AND E
Contains All 9 Essential Amino Acids

Series1
Series2

+2.0% 2.3% 4.3%
+4.4% 7.8% 12.2%
Coloring foods application continues to rise across categories

**EVOLUTION OF NPD WITH COLORING FOODS**

Indexed growth of F&B new product launches tracked with coloring foods in the ingredient list (Global, 2011=100)

**COLORING FOODS WITH FOODS**

- Coloring foods include black carrot, carrot and elderberry and can be listed as ingredients instead of additives.

---

**Act II Hunts Wings Popcorn**

Mexico, Jun 2017

DESCRIPTION Popcorn with spicy wings flavor, in a 205g plastic packet.

INGREDIENTS:
- paprika oleoresin natural coloring,
- annatto extract natural coloring.
Application of botanicals shows significant growth

Indexed F&B new product launches tracked with botanical ingredients (Mexico, 2011=100)

THE TASTE OF BUSINESS BLOOMING
Trend 3 – Sweeter balance

GROWING PRESSURE ON SUGAR CONSUMPTION

- Concerns about sugar intake has never been higher up on the agenda.
- Scientific and official bodies from the WHO downwards have been focusing on the levels of sugar in the diet and its role in the growth in obesity and chronic health problems globally.

Scientific publications on sugar consumption (Global, 2006-2015)

KEY PLAYERS ARE TAKING “PREVENTIVE” MEASURES

“We removed 100,000 tons of sugar and we’ll keep on improving your breakfast”

“...due to (health) concerns, 18% less sugar”
In Mexico, governmental, public and private initiatives are pushing strategies to tackle the obesity epidemic such as:

- Educational programs
- Taxation

- The sugar tax* on high caloric density F&B (particularly beverages) has, and will keep on driving further NPD and reformulation.

*Tax on sugary drinks, +$1 MX per liter.
Food & beverages launches tracked with sugar related claims (Mexico, 2011 vs. 2016)

<table>
<thead>
<tr>
<th>CAGR '11-'16</th>
<th>CAGR '11-'16</th>
<th>CAGR '11-'16</th>
</tr>
</thead>
<tbody>
<tr>
<td>+33.6%</td>
<td>+26.7%</td>
<td>+21.8%</td>
</tr>
</tbody>
</table>

**Jumex Unico Fresco Naranja Y Mango:**
Orange Juice And Mango Pulp

*Mexico, Feb 2017*

**DESCRIPTION**
Mixed orange juice and mango pulp in a 1L SIG Combifit Premium.

**CLAIMS**
- No water. No preservatives. **No added sugar.**
- 100% natural. Premium quality juice. The orange is source of vitamin C and the mango is source of vitamin A. Comes from a careful selection of fruits to give you a **unique taste experience.**
Consumers are looking for a sweeter balance in soft drinks

**Consumer Awareness**

Does the sugar content of soft drinks influence your purchase decision? (2016) Answer: Yes

- **United States:** 57%
- **United Kingdom:** 60%
- **Mexico:** 57%

**Sweet Shift in Soft Drinks**

[Diagram showing penetration of sweeteners in soft drinks category (GLOBAL, 2012 VS. 2015)]
Strategies for sugar control

**NO SUGAR ADDED**

*“No sugar added, No sweeteners”*

- Dog Days Cold Brew Black Coffee
  - Mexico, Jun 2017

**SUGAR FREE**

*“Sweetened with agave”*

- Choco Agave Tableta Organic Dark Chocolate Sweetened With Agave
  - Mexico, Jun 2017

**REDUCED SUGAR**

*“Reduced sugar, Can be part of a healthy diet”*

- Jell O Reduced Sugar Lemon Flavored Gelatin Powder
  - Mexico, Jun 2017
Trend 4 – Kitchen symphony

**ETHNIC FLAVORS TRAVEL AROUND THE GLOBE**

Indexed growth of F&B new product launches tracked over time with an “ethnic” positioning (Global, 2011=100)

**GLOBAL INFLUENCES**

- There has never been so much variety and spread in the choice of authentic cuisines around the world.
- The connected world has led consumers of all ages to become more knowledgeable of other cultures.
- This has created an opening for visually appealing products with high authenticity and specific ingredients.

**FLAVOR TRENDS**

- **World flavors:** NPD based on world flavor ranges are popular, especially for the snacks and ready meals.
- **Food truck:** street food and food truck flavors have been a source of inspiration for NPD for retail.
- **Revival of the classics:** cuisine classics are being reworked from comfort food to restaurant quality.
Burger King launches city editions in various countries

These American street food inspired burgers were recently launched in the Netherlands.
Cuisines that travel the world

**THAI**
- Ethnic claims* within all F&B launches tracked in Mexico, emerge with +22% (2016 vs 2015).

**INDIAN**
- Indian inspired hot snacks and soups are emerging in North America. However, are yet to come in Mexico.

**MEXICAN**
- Mexican foods not only popular in the USA anymore; more authentic versions going global.

---

*World Table Yakimeshi Con Pollo Tailandes: Thai Chicken Yakimeshi
Mexico, Feb 2016

*Le Grand Soupe Indienne Dhal: Indian Dhal Soup
(Canada, Oct 2016)
Indian dhal soup with red lentils and garam masala spices.

*Knorr Mexicaanse Enchiladas; Mexican Enchiladas Kit
(Netherlands, Mar 2016)*

*Excluding Mexican ethnic flavors.*
Mexican recipes inspiring innovation globally

Lays Potato Chips With Mexican Paprika Flavor
Pakistan, Aug 2017

La Morena Homemade Style Red Mexican Salsa
Netherlands, Jun 2017

Dongbao Noodles Snack With Mexican Chicken Flavor
China, Jul 2017

Monoprix Melange Mexican: Mexican Spice Mix
France, Jun 2017
....the world inspiring Mexico

- Maretti Italian Style Bruschette Bites With Quattro Formaggi Flavour, Mexico, Dec 2016
- Singha The Original Thai Beer, Mexico, Apr 2017
- Lee Kum Kee Siracha Chilli Sauce, Mexico, Apr 2017
- Sabritas Lays Aci Thai Sweet And Sour Chili Flavored Potato Chips, Mexico, Jul 2016
- Vegetalistos Oriental Salad, Mexico, May 2017
Trend 5 – Body in tune

**PERCEPTION NOT SCIENCE DRIVES FREE FROM**

- Consumers are experimenting with free from products and specific diets like paleo and low FODMAP.
- Their decisions are often based on what they believe to be good or bad for their personal health – not on science.

**HEALTH AWARENESS DRIVES GROWTH OF PROTEIN**

- Consumers are also increasing their intake of ingredients that they consider healthy, like protein and probiotics.
- They are increasing their consumption of ingredients that they consider as healthy in away that fits their lifestyle.
Free from continues to trend based on perceived dietary needs

FREE FROM CONTINUES STRONG GROWTH

Percentage of F&B new product launches tracked with a gluten free or lactose free claim (Global, 2011-2016)

GLUTEN FREE CORN FLAKES + LACTOSE FREE MILK

6% of Mexican consumers are influenced by free from claims (allergy, gluten, lactose...) when purchasing foods & beverages (2017)
Protein continues to drive innovation in key categories

Indexed F&B new product launches tracked with a protein claim (Mexico, 2011=100)

1 in 10 Mexicans are the most influenced by protein claims when buying F&B (2017)
### Protein claims used in every category

<table>
<thead>
<tr>
<th>Category</th>
<th>Example Product</th>
<th>Country</th>
<th>Release Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ICE CREAM</strong></td>
<td>Breyers Delights Reduced Fat Ice Cream with Mint Chip Flavor</td>
<td>United States</td>
<td>Sep 2017</td>
</tr>
<tr>
<td></td>
<td>Procal Icelandic Skyr Yogurt: Vanilla</td>
<td>Australia</td>
<td>Aug 2017</td>
</tr>
<tr>
<td></td>
<td>Lohilo High Protein Ice Cream: Cookie Dough</td>
<td>Finland</td>
<td>Jul 2017</td>
</tr>
<tr>
<td><strong>YOGURT 2.0</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Super Nature Super Protein Wellness Bowl Super Nut Satay Chicken with Quinoa, Chickpea And Wild Rice Mix</td>
<td>Australia</td>
<td>Jul 2017</td>
</tr>
<tr>
<td><strong>COOKIE DOUGH</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Super Nature Super Protein Wellness Bowl Super Nut Satay Chicken with Quinoa, Chickpea And Wild Rice Mix</td>
<td>Australia</td>
<td>Jul 2017</td>
</tr>
<tr>
<td><strong>READY MEALS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Super Nature Super Protein Wellness Bowl Super Nut Satay Chicken with Quinoa, Chickpea And Wild Rice Mix</td>
<td>Australia</td>
<td>Jul 2017</td>
</tr>
</tbody>
</table>
Hero ingredients add a healthy halo

1 in 4
Mexicans pay importance to healthy aspects when buying F&B (2017)

1 in 5
Mexicans pay importance to ingredients when buying F&B (2017)

PROBIOTICS
“Vital energy”

La Cocina Verde Organic Kombucha Tea With Lemongrass
Mexico, Jun 2017

ALOE Vera
“The plenitude of living naturally”

Boutique Herbal Aloe Vera Concentrate
Mexico, Apr 2017

OLIVE OIL
“Cholesterol free”

4Buddies Popcorn With Olive Oil And Himalaya Salt
Mexico, May 2017

"Vital energy"
"The plenitude of living naturally"
"Cholesterol free"
Trend 6 – Plain Sophistication

THE “CRAFT” TREND

• The number of food & beverages launches with a craft positioning increased by +15% in 2015.
• Alcoholic beverages are driving the trend, but the confectionery, bakery and soft drinks manufacturers are tapping in too.

Indexed growth of F&B new product launches tracked with key word “craft(ed)” (Global, 2011=100)

BIG BRANDS CRAFT UP THEIR PORTFOLIO
Top companies in beer category present response to craft’s success

**SMALL COMPANIES LEAD IN BEER NPD ACTIVITY**

Share of NPLs from top 10 breweries* (Global, 2012-2016)

- **Series1**
- **Series2**

<table>
<thead>
<tr>
<th>Year</th>
<th>Series1</th>
<th>Series2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>59%</td>
<td>0%</td>
</tr>
<tr>
<td>2</td>
<td>53%</td>
<td>20%</td>
</tr>
<tr>
<td>3</td>
<td>57%</td>
<td>40%</td>
</tr>
<tr>
<td>4</td>
<td>53%</td>
<td>60%</td>
</tr>
<tr>
<td>5</td>
<td>30%</td>
<td>80%</td>
</tr>
</tbody>
</table>

**HEINEKEN H41 LAGER EXPLORATIONS**

Heineken H41 is part of the Heineken Lager Explorations, it is made with a wild yeast found in Patagonia. The name comes from the latitude where it was found. This is the first time Heineken launches a variant of its flagship brew.
Simple sophistication strategies

**FLAVOR ORIGIN SPECIFICATION**
- Tropicana Carbonate **Mexican Lime Fruit** (Japan, Apr 2016)

**ARTISANAL FEEL**
- Kekua Bolitas De Chocolate Con Azucar Y Con Canela: Chocolate Balls With Sugar And Cinnamon (Mexico, Sep 2016)

**SOPHISTICATED FLAVOR BLENDS**
- Fage Crossovers **Tomato Basil Blended Low-Fat Greek Strained Yogurt With Roasted Almonds** (United States, Jun 2016)
Alcoholic beverages: sophistication through eye-catching packaging

ALL BLACK

Alacran Tequila Blanco 100% Agave: 100% Agave Blanco Tequila
Mexico, Aug 2016

ARTISTIC VIBE

1800 Essential Artist Series Tequila
Mexico, Jul 2016

OLD FASHION

Rey De Diamantes 100% Mexican Cerveza Artesanal: 100% Mexican Artesanal Stout Double Chocolate
Mexico, Dec 2016
A gourmet touch in the kitchen

**GOURMET MACHA SAUCE**

**Guera Salsa Gourmet** 100% Natural Spicy And Hot Macha Sauce
Mexico, Jun 2016
DESCRIPTION 100% natural spicy and hot macha sauce made with dried chillies, peanuts, garlic and spices, in a 220g glass jar.

**GOURMET CHIPOTLES**

**Clemente Jacques Gourmet** Line Sliced Sweet Chili Chipotles
Mexico, Mar 2016
DESCRIPTION Gourmet slices of sweet chilli chipotles, in a 220g glass jar.

**GOURMET SEA SALT FOAM**

**Traspatio Maya Sea Salt Foam From Celestun**
Mexico, Mar 2017
DESCRIPTION Sea salt foam from Celestun sea. Hand collected the way Mayas have been doing it for more than 2500 years. Gourmet.
Trends 7 – Encapsulating moments

INDULGENCE

SHARING

TEA TIME/AFTERNOON
Targeting specific locations and occasions

**CONVENIENCE BECOMES MORE IMPORTANT**

- Next to an on-the-go snacking positioning, the *away from home* snacking positioning is emerging.
- Popular words are “ideal for school boxes” or “perfect office snack.”

**SNACKS SUITABLE FOR SCHOOL, OFFICE OR GYM**

Indexed F&B launches tracked with a mention of the specified keywords (Global, 2012=100)

```
Indexed F&B launches tracked with a mention of the specified keywords (Global, 2012=100)
```

```
Series1  | Series2  | Series3  
---      | ---      | ---      
0        | 50       | 100      
50       | 150      | 200      
100      | 250      | 300      
```

“Your natural snack! For university, office or gym, recharge your energy”

Terrafertil Natures Heart Mezcla De Frutos Secos: Luxury Nut Mix
Mexico, Jun 2017
Convenient mixes for on-the-go snacking

**TURKEY CUBES + PEANUTS**

San Rafael Balance Cubitos De Pechuga De Pavo Y Cacahuate Tostado: Turkey Breast Ham Cubes With Roasted Peanuts
Mexico, Apr 2017

**BITE Sized MERENGUES IN RESEALABLE POT**

Dont Worry Merengue Sabor Cajeta: Caramel Flavored Meringue
Mexico, Jun 2017
Trend 8 – Beyond pester power

**GROWTH IN NPD TARGETING KIDS**

F&B launches tracked targeted to kids (Global, 2012-2016)

- Series 1

<table>
<thead>
<tr>
<th>Year</th>
<th>+30%</th>
<th>+42%</th>
<th>+7%</th>
<th>+3%</th>
<th>+35%</th>
</tr>
</thead>
</table>

*CAGR (2012-2016)*

**CONVENIENCE FOR YOUNG FOODIES**

- **Tuny Kids Bbq Flavored Tuna For Kids**
  - Mexico, Apr 2017

- **Bonafont Kids Agua Natural: Natural Water For Kids**
  - Mexico, Jun 2017
Kids are interested in more than just cartoons on the box

**TV SHOWS TARGET ADVANCED COOKING FOR KIDS**

**REVOLUTION FOODS TARGETS KIDS @ SCHOOL + HOME**

- Founded in 2006 as a provider of nutritious, affordable school lunches to kids, it now serves 2 million school meals every week in 14 states.

- The company uses the insights it garners from serving kids lunch every day to design the products that end up in consumers’ shopping bags.
From snacks to ready meals, potential for further NPD focusing on children
Trend 9 – Blurring boundaries

- COFFEE OR DAIRY ALTERNATIVE?
- SMOOTHIE OR ENERGY DRINK?
- MILK DRINK OR SPORTS DRINK?
Hybrid innovation continues to deliver more excitement

**MCDONALD’S LAUNCHES SWEETY NUTELLA**

Available only to McDonald’s customers in Italy, Nutella spread between two hamburger buns and comes in a cardboard box similar to the hamburger containers.

**“BEERIFICATION” OF COFFEE**

Starbucks introduced this nitrogen-infused version of Nariño 70 Cold Brew Coffee in 2016. “After handcrafting our Cold Brew recipe, we infuse it with nitrogen at the moment it’s poured to create Nitro Cold Brew”.

INNOVA MARKET INSIGHTS
Trend 10 – Seeds for change

HIGH NPD ACTIVITY FOR CHIA & QUINOA

Indexed F&B product launches tracked with top ancient grains (Global, 2012=100)

- Series 1
- Series 2
- Series 3
- Series 4
- Series 5

BIG PLAYERS TAKE ANCIENT GRAINS INTO MAINSTREAM

Bimbo Multi Grano Chia Bar
Mexico, Mar 2017
Seeds & grains are moving into new spaces

MORE APPLICATIONS FOR SEEDS

• Increasing consumer interest in previously exotic seeds like chia and quinoa has fueled the application of seeds in general.
• Seeds bring a natural source of flavor, texture and health, including a high protein content and consumers are looking to benefit.

SEEDS & GRAINS GROW EVERYWHERE

ADDING A SUPER FOOD ANGLE WITH SEEDS & GRAINS
Seeds versatility across market categories

**FLAVOR TWIST**
- 4Buddies Popcorn With Chilli And Chia. Mexico, May 2017
- Milpa Real Wavy Corn Toasts With Sesame Seeds. Mexico, Jul 2017

**HEALTHY FOCUS**
- Nestle Fitness Oats, Cranberries And Seeds Granola. Mexico, Apr 2017
- Blue Diamond Almonds Multi Seeds Cracker Snacks. Mexico, Jun 2017

"Wholegrain goodness"
Key takeaways
Key takeaways

**Clean label: this is the last year we will call it a trend**
- It is now the rule
- Consumers care about transparency and younger consumers care the most
- However, KNOW YOUR CONSUMER. Did you see the Trix story?

**Watch the small companies**
- There is a niche for everything; small companies have become thought leaders

**Sugar is an issue but indulgence isn’t dead**
- There is innovation in sweeteners: allulose, reb M

**Authenticity is a big opportunity for Mexican ingredient suppliers**
- Chili and avocado have never been cooler
- Agave and aloe: there is big demand for natural ingredients, from plants
Come and say hello!
THANK YOU

EMAIL
contact@innovami.com

www.innovadatabase.com