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Top Food Industry Trends

Underwritten by:



Show Announcements:

- We would like to thank Cargill for underwriting this session. You can visit them at booth #4465
- Download the Mobile App to view the Exhibitor List, Show Schedule, Floor Plan and our Sponsors.
 - Thank you to our Mobile App sponsor: **Epicor. (Booth 4465)**
- Wi-Fi – Sponsored by **Cactus Botanicals (Booth 4237)**
 - Select network: **SupplySideWest23**
 - On the splash page, agree to terms & conditions
 - Enter access code: **cactus4237** (access code is case sensitive)
- Please place all devices on silent mode
- The Expo Hall is open today from 10am – 5:00pm.
- What's Up With Supps is tonight from 5-11pm at the House of Blues at Mandalay Bay.
Separate registration is required.



Top food industry trends



Paul Antoniadis

good natured
Products



Cat Barnes

Eat the Change



Sandy Almendarez

SupplySide



Amanda Hartt

New Hope Network



Top Food Industry Trends

...and marketing strategies for eco-social commitments

Supply Side West October 2023

Amanda Hartt – Senior Manager, Data & Insights

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Trend insights are...

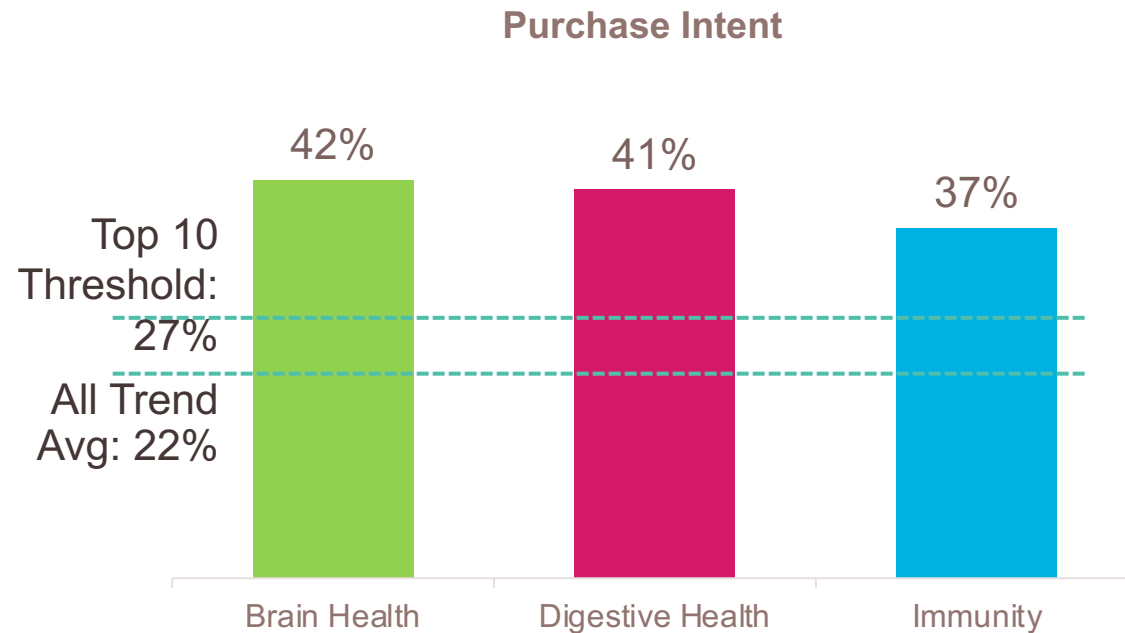
- Drawn from our annual **Trends & Innovations Report**, which identifies the top trends with the most momentum heading into 2024
- Includes:
 - a nationally representative survey of 1,000 consumers aged 18-75, collected April 2023
 - Entrepreneurial activity based on exhibitors at Expo West 2023 vs 2022 to identify the trends with fresh innovations and positioning
 - Compares 41 trends against each other



Get the full report at
store.newhope.com

Help with Health: Modern Conditions

- Consumers are looking for products that support foundational wellness
- Brain health, digestive health and immunity are top modern conditions consumers are prioritizing purchasing
- Entrepreneurs would be wise to respond with products targeting cognition, focus, retention and memory, as well as mood and mental health



Source: Survey of 1,000 consumers nationally representative of the U.S. population; fielded April 2022

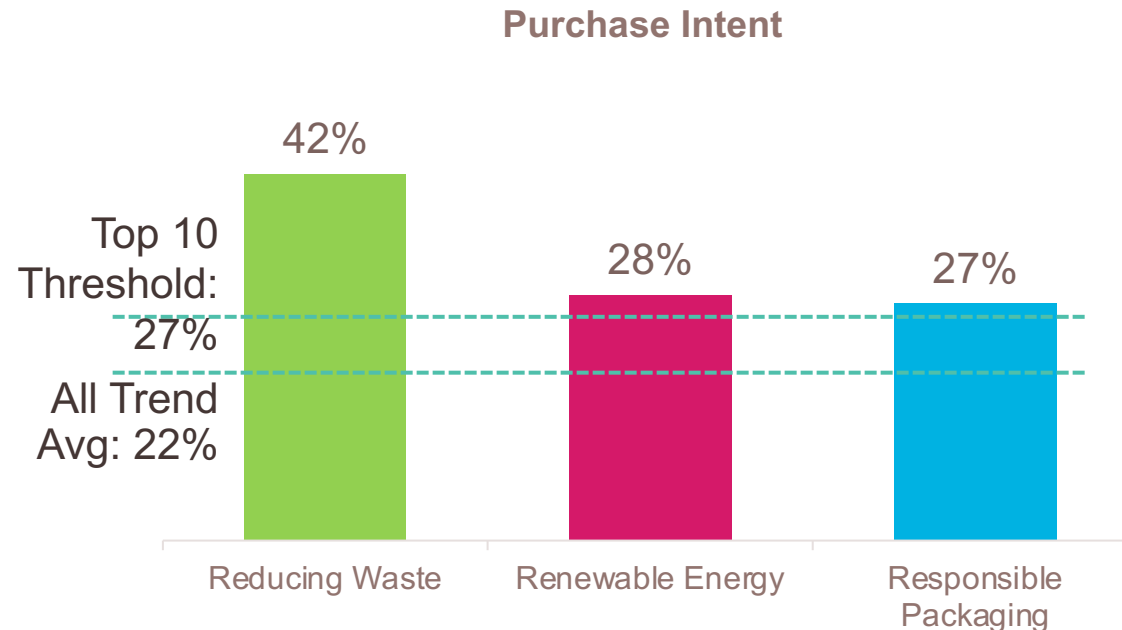


Odyssey Sparkling Mushroom Elixir

2,750 mg of lion's mane and cordyceps mushroom extracts + caffeine. Nootropics to boost cognitive function and increase clarity and focus.

Educate to Excel: Optimizing Materials

- *On par with the high scores of brain health, reducing waste is a top consumer priority*
- *Consumers want to throw away less because less waste is an easy way to feel like they're making a difference*
- *Upcycling is showing up as a fierce innovator's tool to respond to this need by turning waste into a product of value*
- *Renewable energy and responsible packaging are other key environmental areas for consumers*



Source: Survey of 1,000 consumers nationally representative of the U.S. population; fielded April 2022

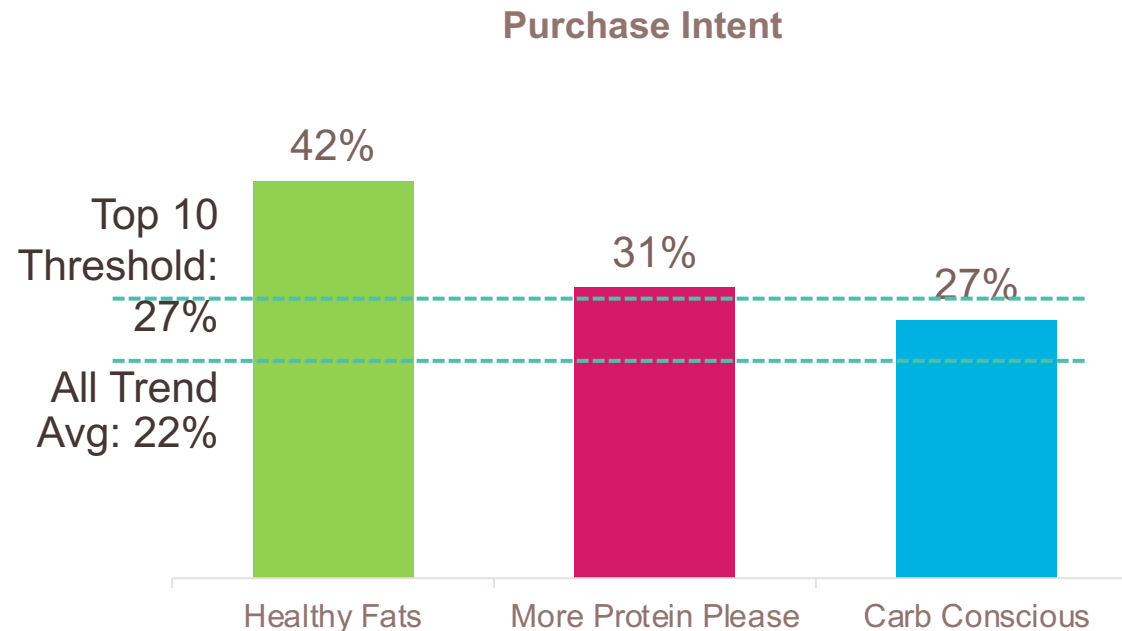


Kazoo Snacks Tortilla Chips

Upcycles corn germ, a byproduct from the corn starch industry. By reclaiming 40% of corn germ – otherwise meant for feedlots – Kazoo conserves resources by side-stepping virgin crop harvests.

Macronutrient Intake: Balancing Macros

- Consumers demonstrate they are prioritizing macro-nutrient intake, which is an opportunity for brands and entrepreneurs to ensure they are delivering against
- Businesses focusing on other trends may benefit from also keeping nutritional content in their messaging



Source: Survey of 1,000 consumers nationally representative of the U.S. population; fielded April 2022

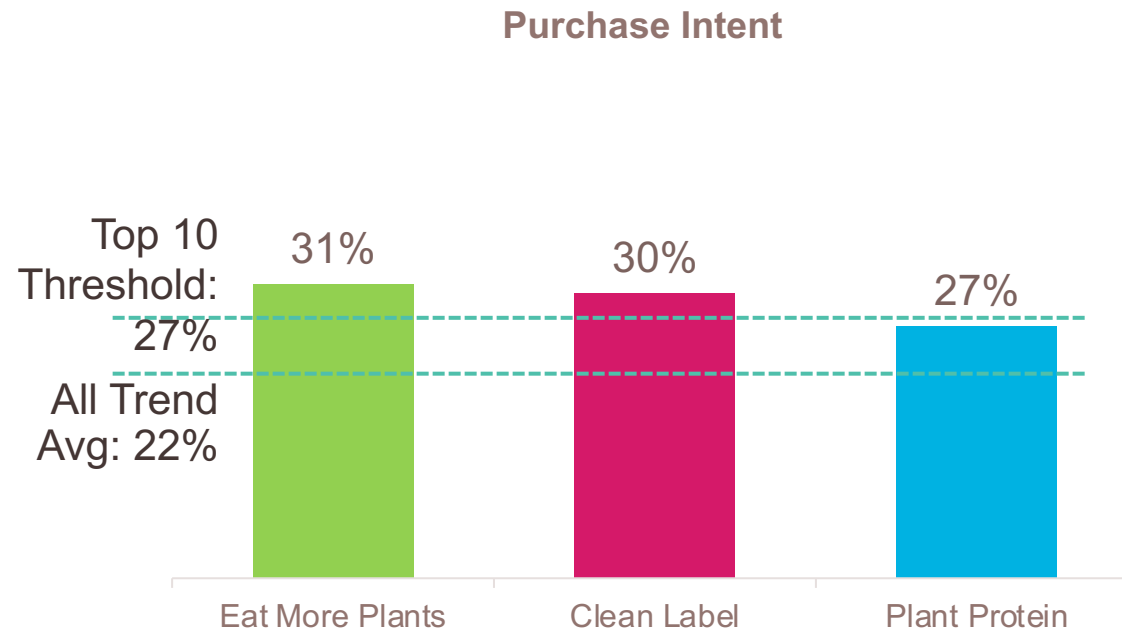


Soom Snack Bites

Using sesame seeds for a date and tahini chewy experience, these plant-based snacks have struck a balance of low sugar and carbs, healthy fats and protein.

Waiting for the New Wow: Plant Based

- Consumer interest in plant-based products remains strong and steady
- Innovators have been placing more of their effort into meat alternatives, which may be leaving an opening for other plant-based product concepts to shine



Flourish Pancakes

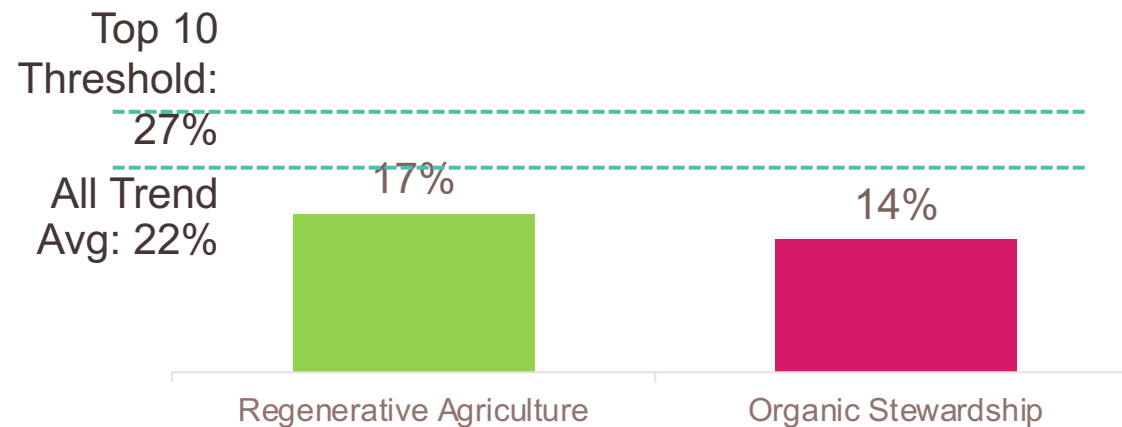
Focusing on an oat and fava bean flour blend, these pancakes offer a plant-based protein enhancement to breakfast.

Source: Survey of 1,000 consumers nationally representative of the U.S. population; fielded April 2022

Navigating Nuance: Planet-First Initiatives

- Amid price concerns, “affordable organic” is a notable opportunity for businesses
- As regenerative agriculture gains ground with consumers, businesses can benefit from embracing and promoting its benefits

Purchase Intent



Source: Survey of 1,000 consumers nationally representative of the U.S. population; fielded April 2022

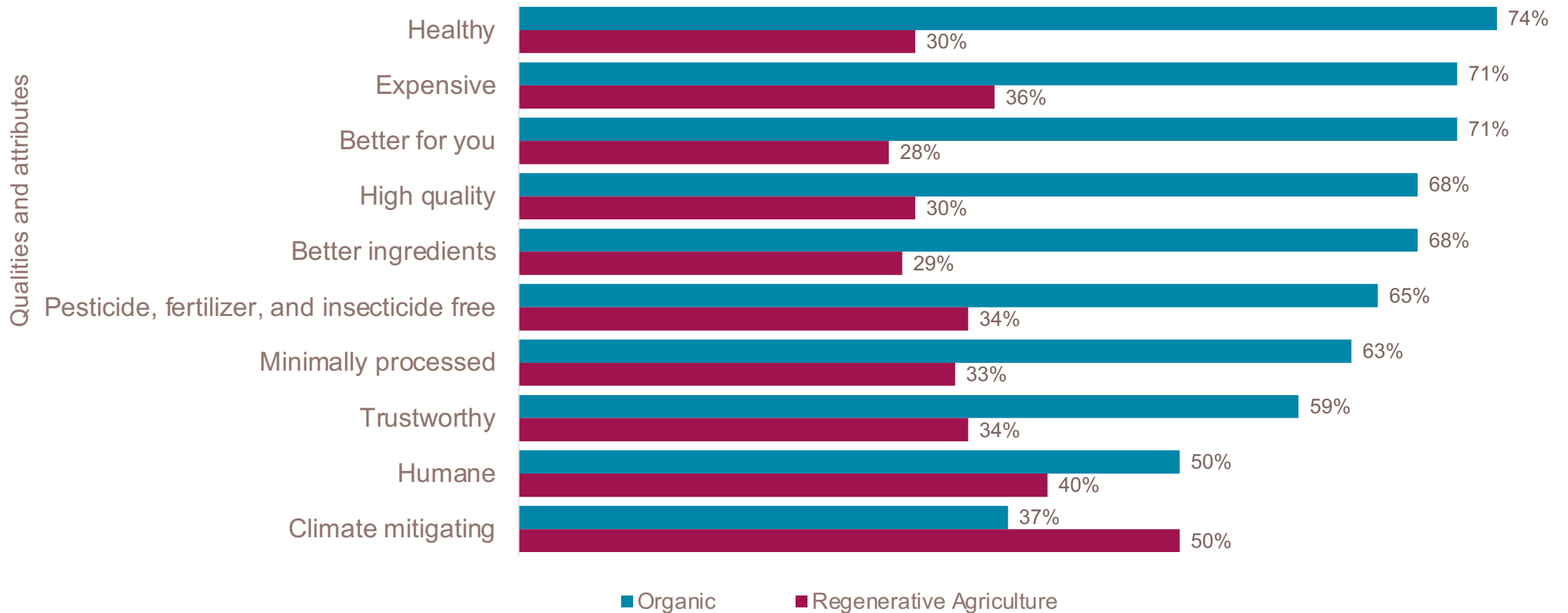


SIMPLi ROC Quinoa

Regenerative Organic Certified seeds, grains and beans from around the world.

Opportunity to message benefits of organic on climate

Qualities that consumers attribute to organic and regenerative agriculture



Source: *New Hope Network NEXT Data & Insights*, powered by the Suzy survey platform; N=1,000 collected week of May 24, 2023
Question: "Please identify the statements most associated with how you think about organic and regeneratively produced products."

For brands thinking about engaging in sustainability

- Adopt a multi-channel messaging strategy to meet consumers on their journey from product discovery to purchase.
- Use social media as a platform to share your sustainability efforts.
- Sustainability is a journey. Share where you are in your journey, not just where you want to be or hope to be.

A close-up photograph of several large, vibrant green leaves, likely from a plant like a peace lily. The leaves are layered and curved, creating a sense of depth and movement. The lighting is soft, highlighting the texture and veins of the leaves. The background is dark, making the green leaves stand out prominently.

Adopt a multi-channel messaging strategy to meet consumers on their journey from product discovery to purchase.

Grocery stores, social media and WOM are top information sources

Community-oriented venues serve up introductions to new brands

Sources of information to learn about brands

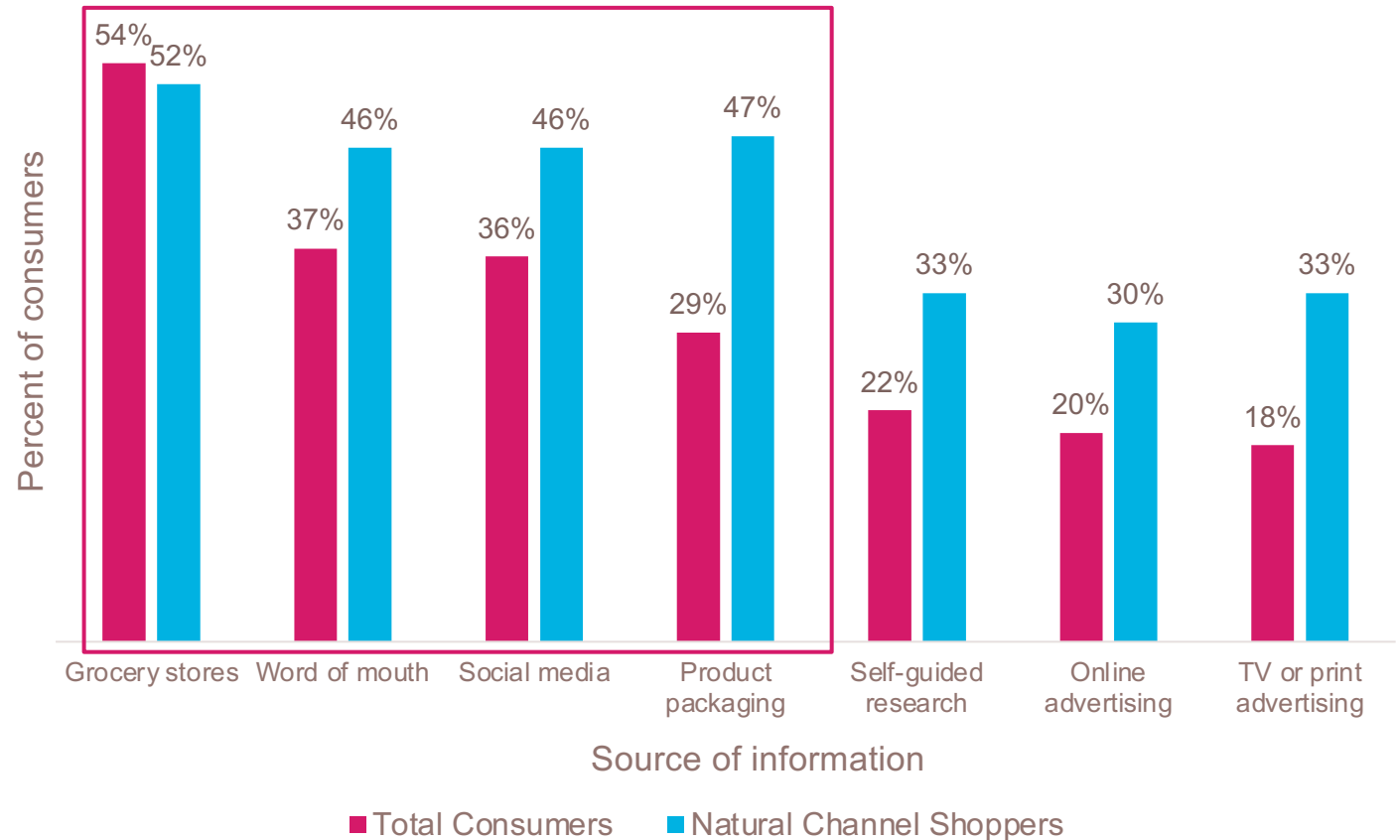


Source: *New Hope Network NEXT Data & Insights*, powered by the Suzy survey platform; N=1,000 collected week of December 16, 2022
Question: Where do you see communications/ads/social posts from smaller or younger grocery brands/products?

Packaging plays a much stronger role in decision-making

Consumers investigate and vet the new products for criteria that meets their need

Sources of information that led to purchase



Source: *New Hope Network NEXT Data & Insights*, powered by the Suzy survey platform; N=1,000 collected week of December 16, 2022
Question: Among consumers who bought new brands for the first time in the last twelve months; how did they learn about these brands/products?



Social media is
playing a
crucial role in
new product
discovery AND
purchase

*As younger generations
shop, social media is
becoming more relevant to
product discovery and as a
reliable resource when
purchasing new brands for
the first time*

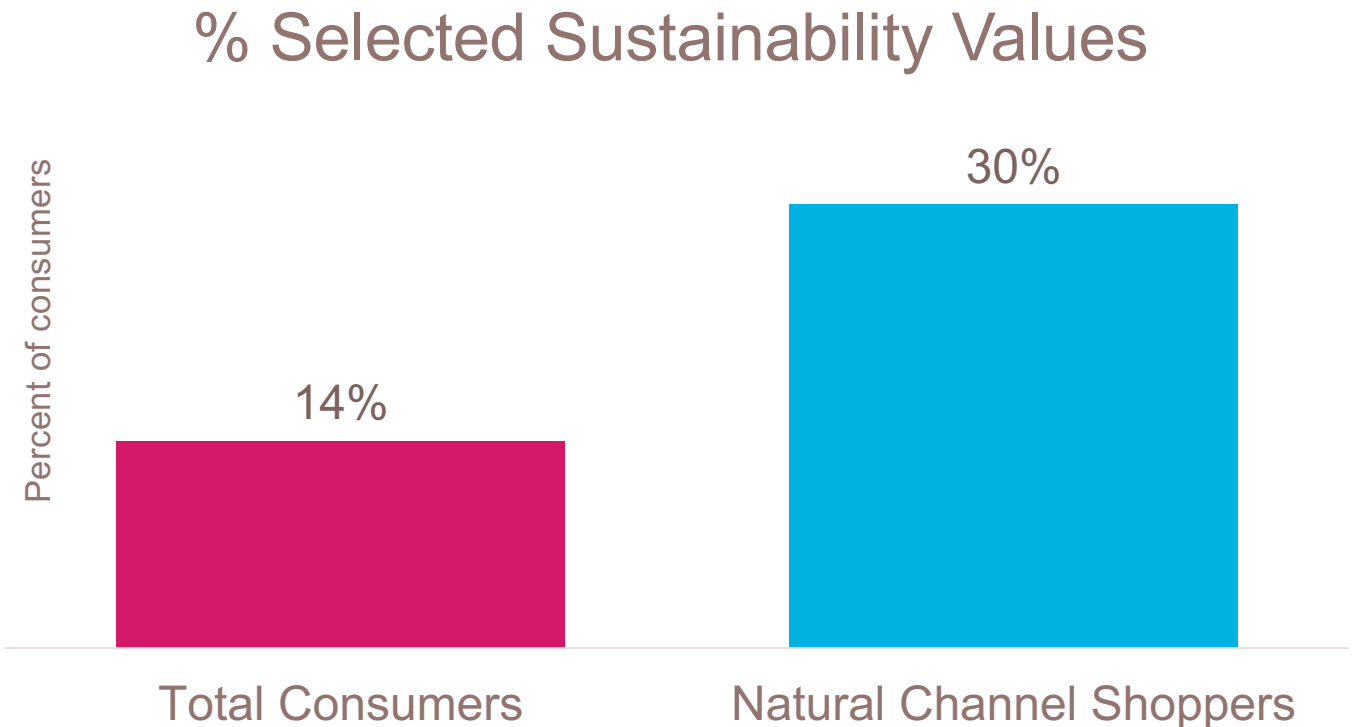
A close-up photograph of several large, vibrant green leaves, likely from a tropical plant like a peace lily. The leaves are layered, with some in sharp focus and others blurred in the background, creating a sense of depth. The lighting is soft, highlighting the texture and veins of the leaves.

**Use social media as a platform to share
your sustainability efforts**

While sustainability can impact product trial, it isn't a primary purchase driver

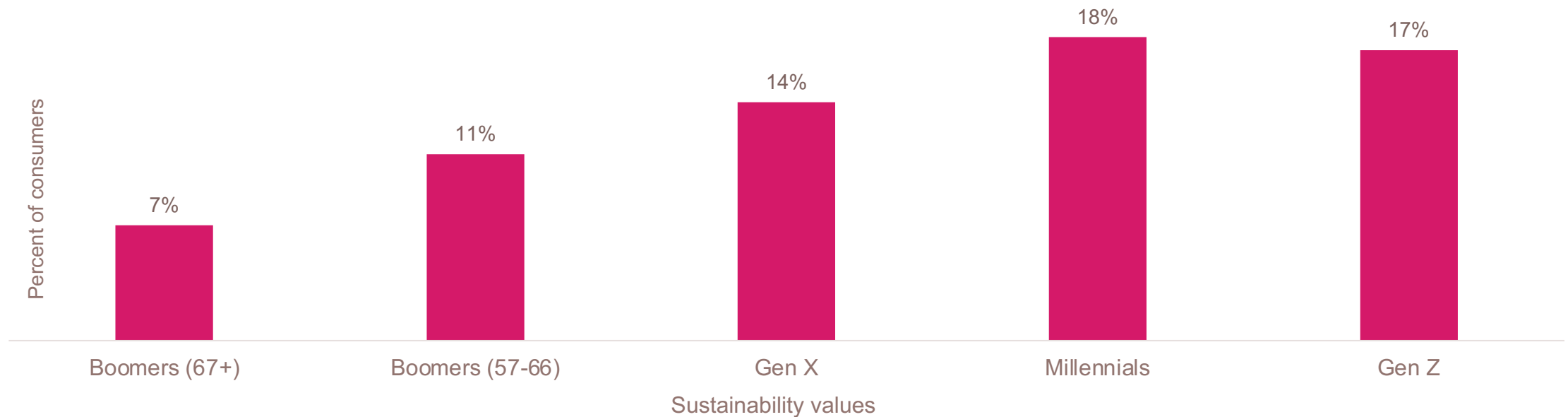
Reasons consumers bought new brands for the first time

Rank Order	1	Price
	2	Availability
	3	Taste
	4	Ingredients
	5	Nutrition
	6	Health Claims
	7	Brand Familiarity
	8	Sustainability Values



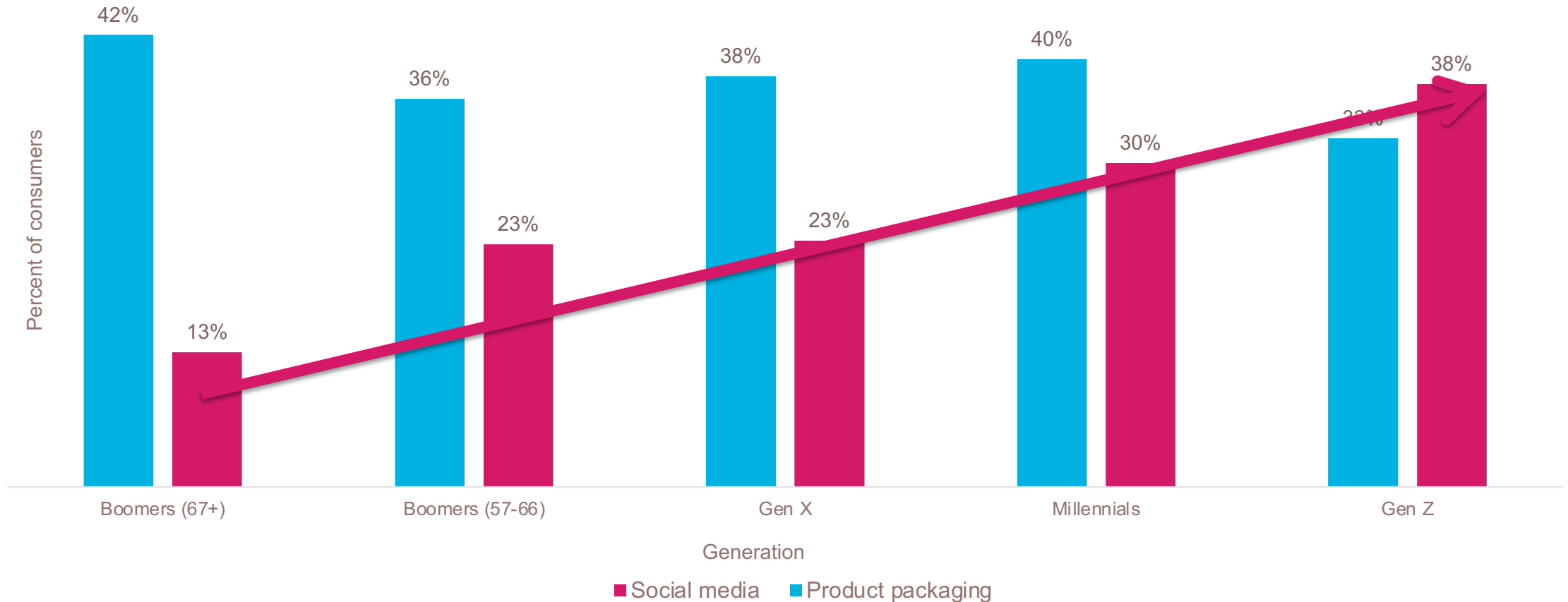
Source: *New Hope Network NEXT Data & Insights*, powered by the Suzy survey platform; N=1,000 collected week of December 16, 2022
Question: Among consumers who bought new brands for the first time in the last 12 months; what are the reasons they bought these brands?

Sustainability is more important to younger shoppers



Source: *New Hope Network NEXT Data & Insights*, powered by the Suzy survey platform; N=1,000 collected week of December 16, 2022
Question: Among consumers who bought new brands for the first time in the last 12 months; what are the reasons they bought these brands?

Social media as a source of sustainability information increases with each younger generation



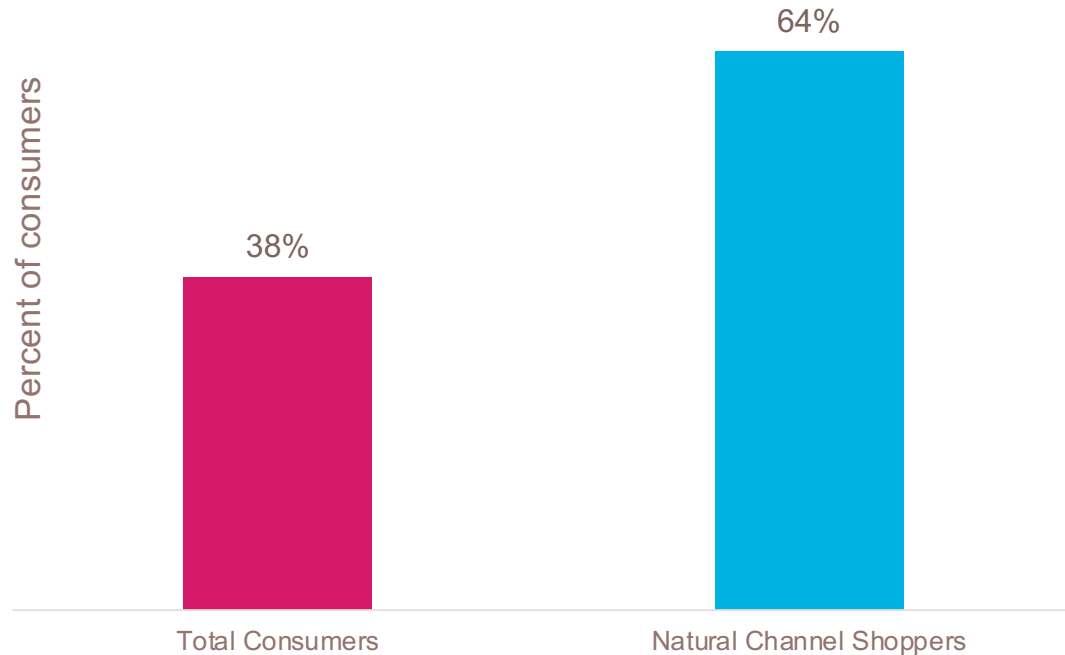
Source: *New Hope Network NEXT Data & Insights*, powered by the Suzy survey platform; N=1,000 collected week of December 16, 2022
Question: Among consumers who bought new brands for the first time in the last 12 months; how did they learn that the new brands were also sustainable?

A close-up photograph of several large, vibrant green leaves, likely from a plant like a peace lily. The leaves are layered and curved, creating a sense of depth and movement. The lighting is soft, highlighting the texture and veins of the leaves. The background is dark, making the green leaves stand out prominently.

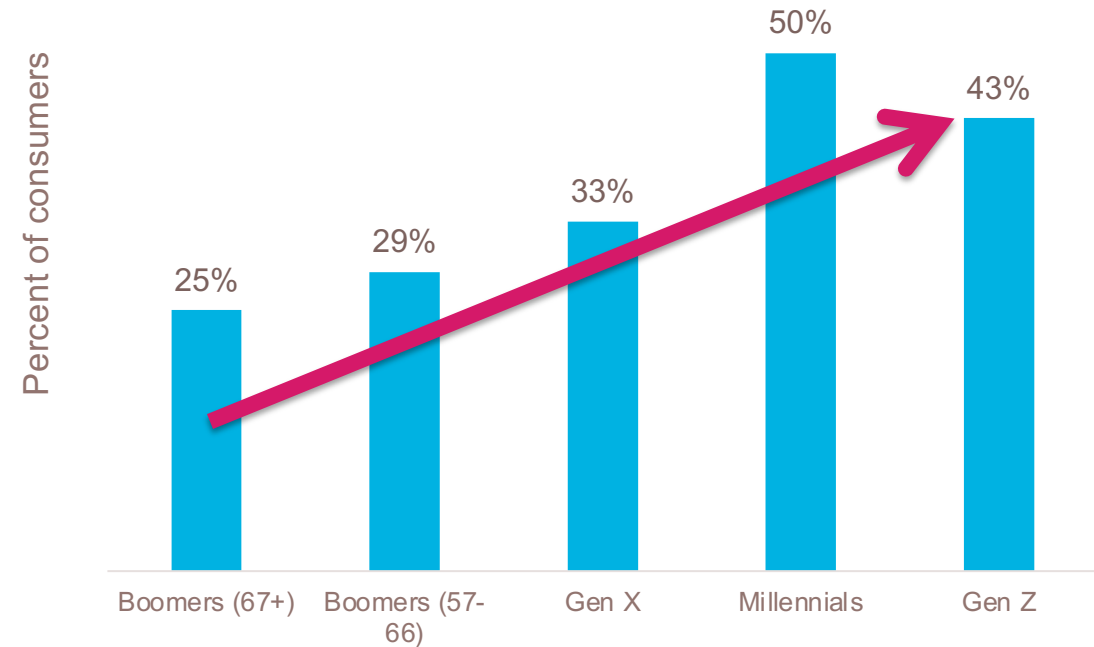
Sustainability is a journey. Share where you are in your journey, not just where you want to be or hope to be.

We know sustainability is important to certain segments and is growing in importance

Natural vs. Total Consumer



Generation

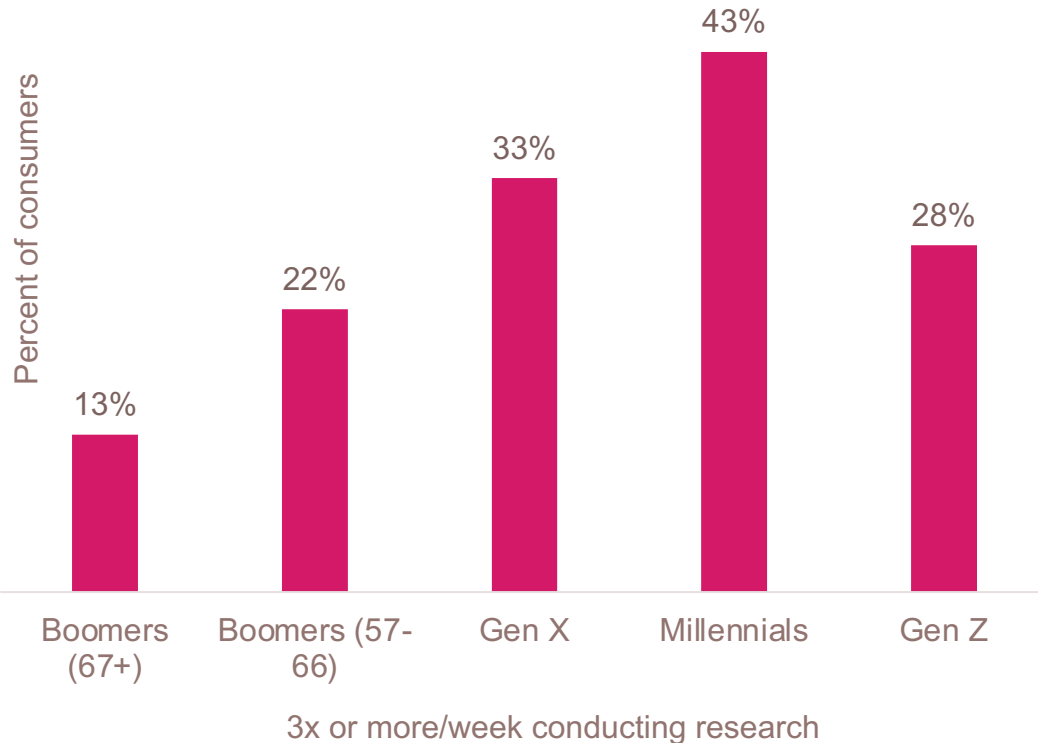


Willing to pay more for sustainable products: Top 2 box agree/strongly agree

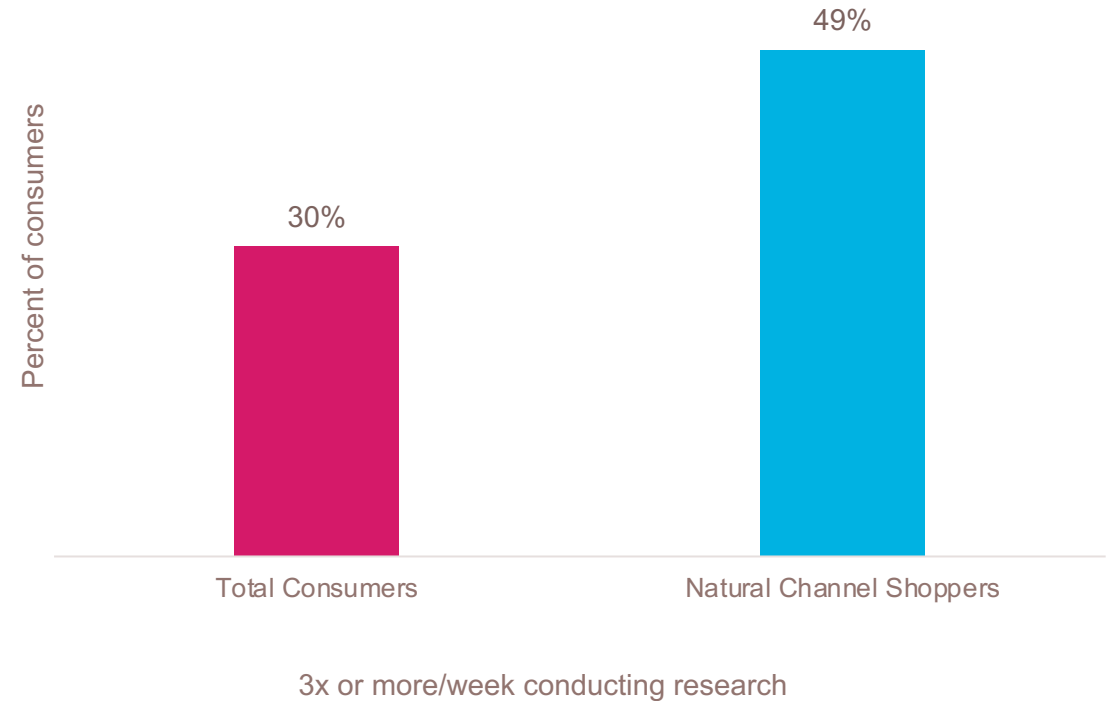
Source: *New Hope Network NEXT Data & Insights*, powered by the Suzy survey platform; N=1,000 collected week of December 16, 2022
Question: How well does this statement describe you? "I am willing to pay more for products that demonstrate sustainability practices."

Ensure your sustainability messaging is accurate, as consumers are curious and take steps to learn more

Younger generations are doing more research



50% of natural shoppers do more research



Source: *New Hope Network NEXT Data & Insights*, powered by the Suzy survey platform; N=1,000 collected week of December 16, 2022
Question: In a typical week, how often do you take extra steps to learn more about something you saw in social media communications (e.g., ads, posts, videos) from smaller or younger grocery brands/products?

Sustainability marketing research

- New Hope's Sustainability Marketing Report: How to amplify your brand's commitment
- Synthesized from:
 - a nationally representative survey of 1,000 consumers aged 18 and over, collected December 2022
 - Segmented by generation and natural channel shopper
 - Qualitative interviews from marketing, PR, branding experts in the natural products industry



Get the full report at
store.newhope.com/products/sustainability-marketing

A close-up photograph of several raspberries, showing their characteristic bumpy texture and vibrant red color. The raspberries are arranged in a cluster, with some in sharp focus and others blurred in the background. A semi-transparent white horizontal band is overlaid across the center of the image, containing the text "Thank You!".

Thank You!

Sustainable Packaging

Making the Switch Can be Easy and Affordable

Sustainable Packaging:

Making the Switch Can Be
Easy and Affordable



Paul Antoniadis

Chief Executive Officer
good natured Products Inc.

Convenience Reigns Supreme

+ Driving Demand for Better Packaging

- + 72% are consistently buying convenience meals since the beginning of 2023
- + 77% say eco-friendly food packaging is important to them
- + 73% cited “food freshness” as the most important factor when buying ready-made meals
- + 43% feel it’s a business responsibility to provide eco-friendly food packaging

Source: Ready-To-Eat Report, August 2023



Regulations Focus on Materials

material (renewable, recycled content)

Biden's EO 14081

Replace 90% of fuel-based plastics with bio-based materials by 2042.

Hawaii

Using bio-based packaging for disposable food service items.

Reduce Act

Imposing a fee on virgin plastic.

Ocean Based Climate Solution Act

Virgin plastic tax on manufacturers, producers & importers.

Canada's Action Plan on Zero Plastic Waste

To increase the use of recycled content in plastic products.
>50% recycled content for packaging by 2030.

PFAS

Phase-out of "*forever chemicals*" in food packaging.

end of life (reuse, recycle, compost)

USA Compost Act

Expanding composting infrastructures.

USA National Strategy to Prevent Plastic Pollution

To support recycling and composting.

California SB-54 Solid Waste

All packaging in the state must be recyclable or compostable by 2032.

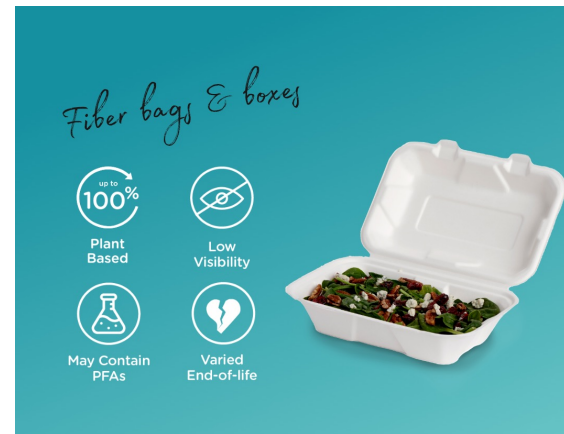
Design Plays a Fundamental Role



- + **Rightsizing Packaging and Portions Has as Much Impact as Materials:**
 - + Reducing material usage
 - + Improved product display and merchandising
 - + Better food protection, hygiene and shelf life
 - + Transportation efficiencies

Factors Impacting Material Choice

- ✓ Regulations in your trade area
 - maximizing renewable materials, post-consumer content or curbside end-of-life.
- ✓ Visibility
 - clear presentation of your products for more shelf appeal and higher sales.
- ✓ Product Protection
 - crush resistance and stackability to prevent product damage and food waste.
- ✓ Safety
 - tamper resistance and labeling requirements could have a role in your final decision.



What We Do

We're all
good natured®

Sustainability
is at the heart of
our business.



Making Good
We put our whole hearts into making better everyday products® that use more renewable resources, less fossil fuel, and no chemicals of concern.

With Purpose
We transform the latest bio-based technology into earth-friendly products that help our customers make their own positive impact. Today.

- + 17 years' experience making bio-based packaging using less fossil fuel and no chemicals of concern.
- + Provide choice for design customization and end-of-life options to make it work for real-world business.
- + Enable change through positivity and proactivity. If it's easier for more people to switch, we all win -- especially the environment.

Thank You!