



CPG's Next Great Ideas: Top Trends & Innovation Predictions?



By Informa Markets

Co-located with



CPG's Next Great Ideas: Top Trends & Innovation Predictions



Eric Pierce
New Hope Network



Amanda Hartt
New Hope Network



Carol Sanford: Levels of Paradigm

Regenerate Life

Do Good

Arrest Disorder

Value Return

“Paradigms provide context for our lives and work; they determine our perspectives and shape the choices we make and the actions we take. They are unconscious, which means that it rarely occurs to us to examine them. It’s even rarer to recognize that our paradigms operate at different levels and that these levels have very different implications in terms of the quality of the effects that flow from our choices and actions.”

- Carol Sanford

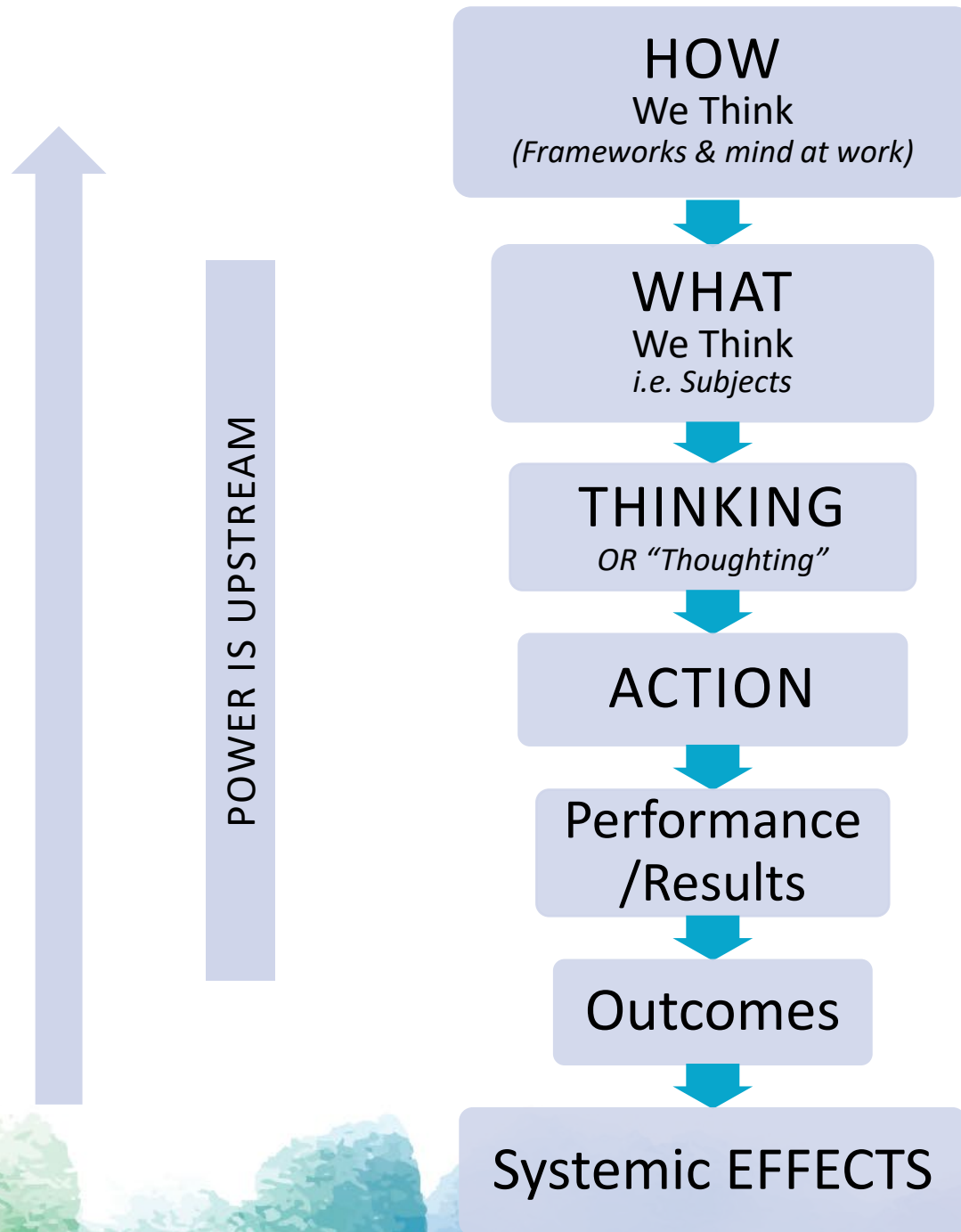
The Regenerative Life. Pages 1-14.

The framework is read from bottom to top – from lower to higher level

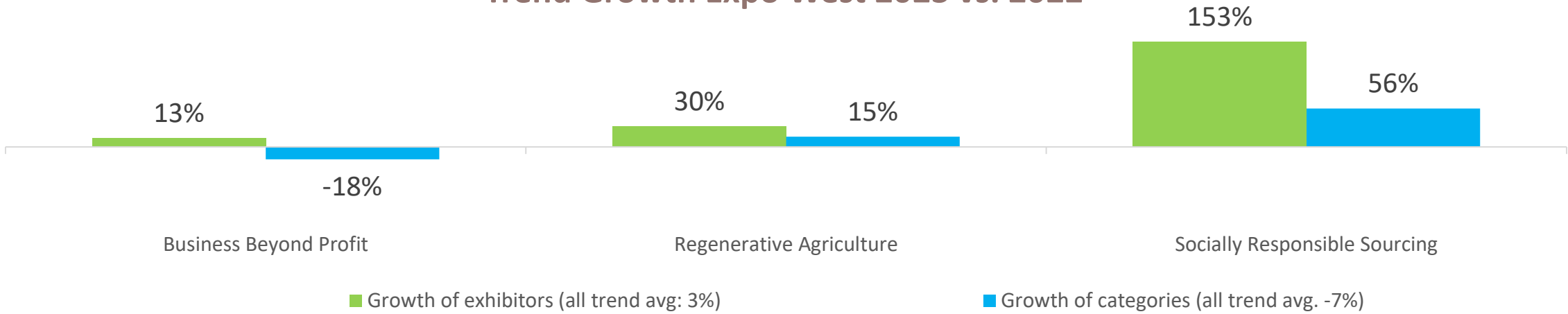


The Power of Thinking

By Carol Sanford
from her book
Indirect Work



Trend Growth Expo West 2023 vs. 2022



Source: NEXT Trend Guidebook Expo West 2023 and 2022



Booth: 3915



Booth: 2039

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Pete Brennan
Mattson

HI, I'M PETE BRENNAN, VICE PRESIDENT, INNOVATION AT MATTSON



PETE BRENNAN

pete@mattsonco.com

25+ YEARS IN THE FOOD & BEVERAGE INDUSTRY

- Working in **Sales, Marketing, Innovation, Strategy, & General Management** in companies big & small
- From **wine to waffles & organic chicken**, to **plant-based burgers, natural frozen pizzas, RTD organic energy & hydration drinks, mission-driven grain free tortilla chips**, and a lot of things in between
- I'm one of the **65 employee-owners at Mattson** and my role is **Vice President, Innovation**

**CARBON
FOODPRINT
ECLIPSES &
ENCOMPASSES
PLANT-BASED
EATING**

1/3

**of greenhouse
gas emissions
from food
production¹**





**WE HAVE
A LOT OF
WORK TO
DO**

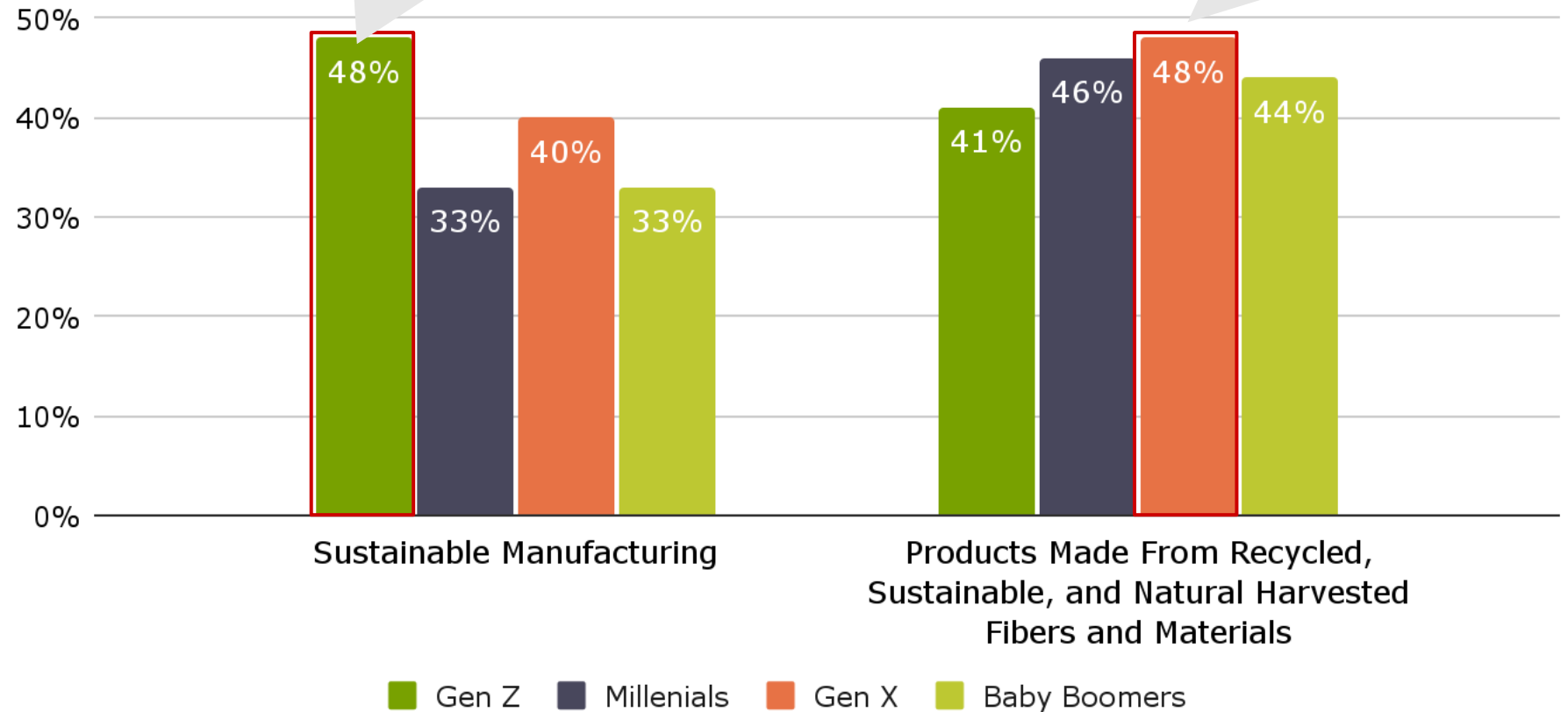
**18
BILLION
TONS**

of carbon dioxide equivalent
produced by food system
emissions.¹

YOUNGER CONSUMERS ARE READY FOR IT

Gen Z are growing up to **hold manufacturers accountable.**

Gen X grew up when **manufacturers had no accountability.**
The mentality: "We'll deal with it later."



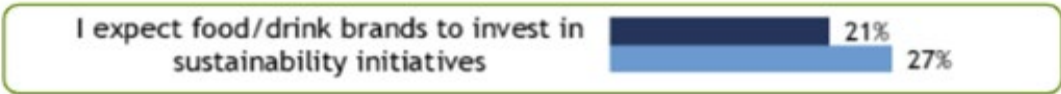
Source: First Insight, In., Gen Z Influencing All Generations to Make Sustainability-First Purchasing Decisions, 11_2021

GEN Z + MILLENNIALS EXPECT BRANDS TO INVEST IN SUSTAINABILITY INITIATIVES



7 in 10

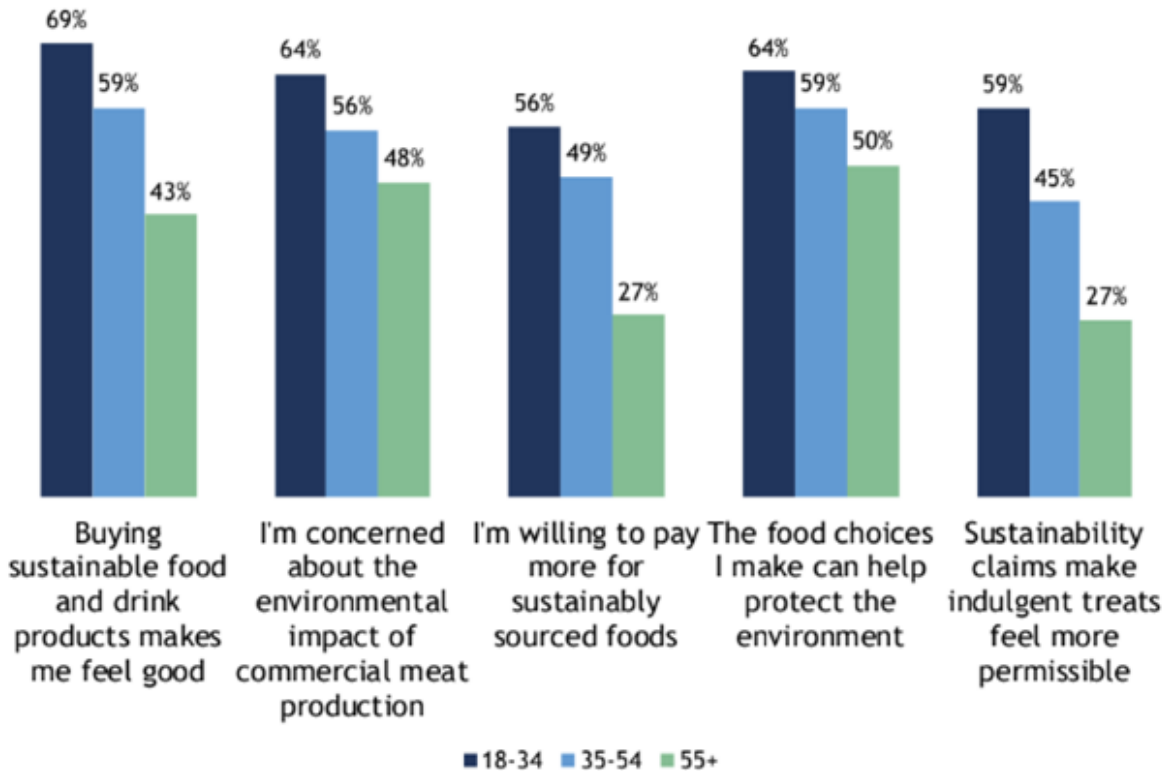
Gen Z and Millennials believe their generation has greater concern about the environmental impact of food choices than other generations.



■ Gen Z Teen ■ Gen Z Adult

Source:
International Food Information Council Report - 2022
Mintel - Gen Z Food Consumer - US 2022

THE MANY WAYS THIS STARTS TO COME TO LIFE WITH **GENS Y & Z**



Source: Mintel Sustainability In Food & Drink US 2023





**PLANT-BASED IS PART OF THE SOLUTION,
BUT THERE'S SO MUCH MORE...
WE NEED TO FIX IT.**

**91
MILLION**

**Surplus Food Tons
Produced in 2021¹**

Sources: ¹ReFED Insights Engine



6 in 10

Americans are concerned about food waste – worrying about people in need of food and waste of money tied to it.

CORN TORTILLA
CHIPS DON'T
JUST TASTE
GOOD

THEY CAN DO
GOOD TOO

KAZOO



EVERY BAG SAVES
16 GALLONS
OF WATER



Grow

Our corn-germ is from mostly generational farms in Iowa



Upcycle

Our proprietary manufacturing process combines the corn-germ and whole corn into a tortilla chip



Enjoy

Our team continues to craft great-tasting, water saving snacks for you to enjoy

SHIFTING THE TIDES ON WASTE AND ORGANIC REGENERATIVE OCEAN FARMING



we're on a huge mission...

to restore ocean ecosystems.



1,000,000+
bags sold



27,000+ SQFT.
of kelp restored



50,000+ LBS
of plastic averted



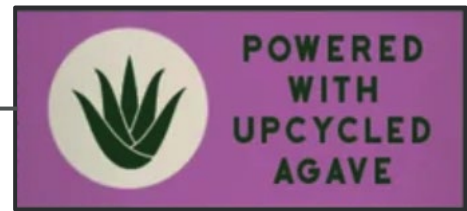
600,000+ LBS
of regeneratively farmed kelp
sourced



FROM THE PANTRY TO THE GARAGE: ANOTHER UPCYCLED & PLANT-BASED FRONTIER



-  SAFE AROUND KIDS & PETS
-  NON-TOXIC
-  PLANT-BASED
-  NO PTFEs
-  NO PETROLEUM



LOCAL'S ONLY... ANOTHER WAY TO SOLVE IT

"Which of the following sustainability-related concepts would you like to see more of where you shop for food and drink? Please select all that apply."

Locally produced food and drink products  47%



A LOCAL FARMERS MARKET IN YOUR FREEZER: ELONGATING THE SEASON & STRENGTHENING LOCAL ECONOMIES



LOCALLY GROWN FOR A WORLD OF GOOD.



THANK YOU.



 **MATTSON**
WE MAKE FOOD HAPPEN



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Dan Buckstaff
SPINS

Innovation

Using Product Intelligence + Data



Inspiring the pursuit of wellness.



New product launches

In recent years there's been a sharp pullback from overall new item launches, driven by unique shocks in rapid sequence. Natural products have been the most resilient across these years which should drive an increase in innovation moving forward.



Issue/Year	2020	2021	2022	2023
Out of Stocks	Product shortages due to lockdowns			
Supply Chain Disruption		Shifts in demand, shipping & cargo delays, labor shortages, Ukraine war		
Capital Squeeze			Inflation & rising interest rates	

THE VALUES-ORIENTED SHOPPER

Consumer Preferences Are Constantly Evolving & Driving Innovation

Brands need to stay on top of which product attributes align with innovation, growth, and their evolving strategy

Natural

Natural &
Organic

Wellness, Clean,
Sustainable, Better for
People & Communities,
Animal Welfare

Better-for-You

Values



Compared to Other Households, Values-Oriented Shoppers...

Buy groceries **1.2x** more frequently

88%

Purchase groceries at least once per week

Are **2.5x** more adventurous

65%

Are extremely or very adventurous when trying new products

Are **1.2x** more likely to pay premiums

85%

Will pay more for products with health or wellness attributes

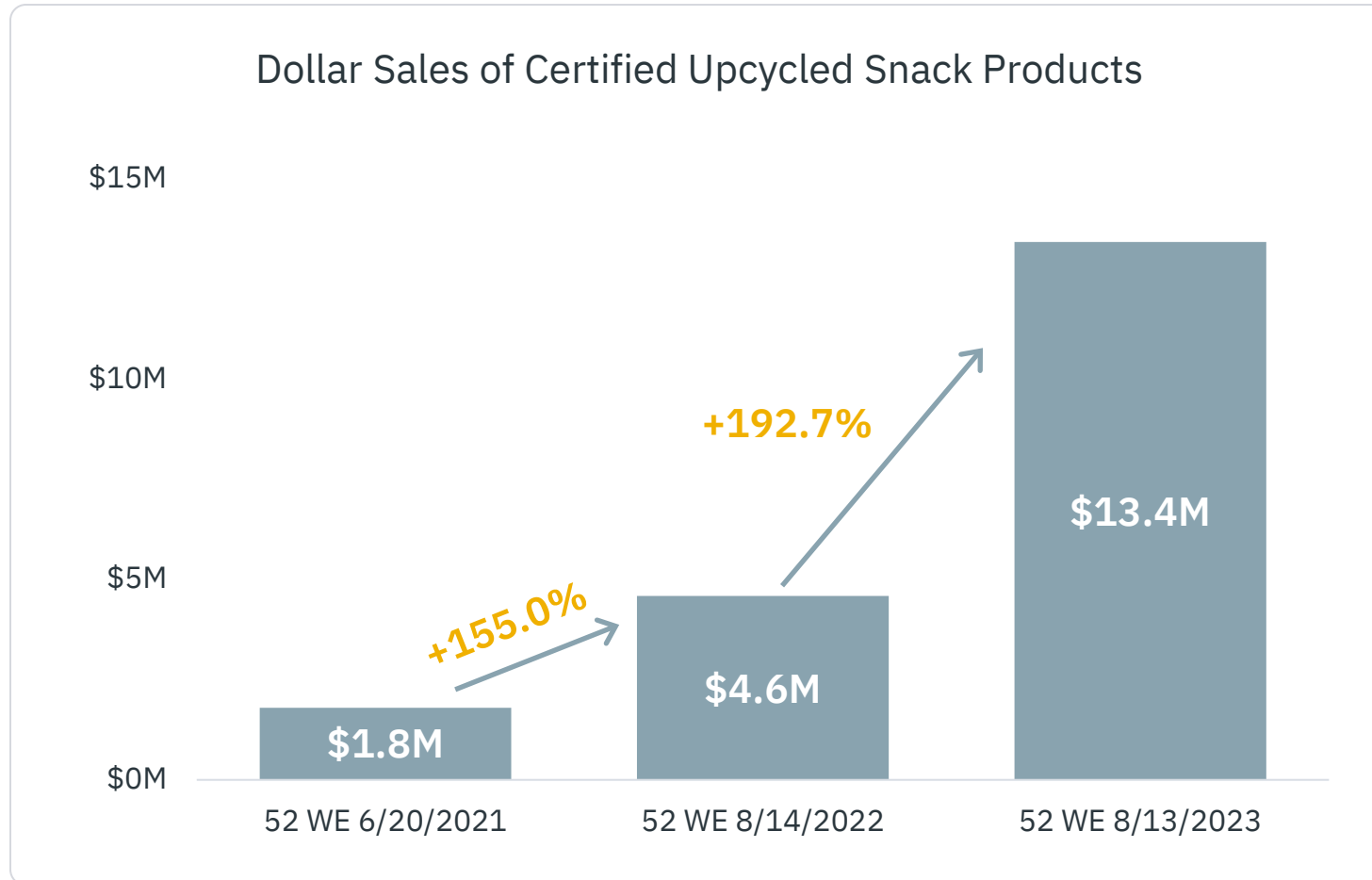
Beverage as Medicine


Shoppers continue to rally behind beverages that are positioned to boost and support key health aspects. Watch for white space and innovation within categories to reboot shopper interest across the beverage aisle.

Top Performing Health Focuses Tracked in Beverage		
Health Focus	Sales	%growth YoY
Cleanse & Detox	\$15.6m	+37.6%
Mood Support	\$24.6m	+34.0%
Digestive Health	\$1.1b	+17.9%
Weight Loss	\$750k	+15.1%
Cognitive Health	\$51.8m	+13.4%
Pain & Inflammation	\$4.3m	+11.9%
Hydration	\$457m	+11.4%
Hair Skin & Nails	\$8.6m	+10.1%
Cold & Flu	\$71.3m	+7.4%
Immune Health	\$43.8m	+3.0%

Soda Category	
Health Focus	YoY Growth
Digestive Health	+209.8%
Performance	+22.9%
Mood Support	+14.5%
Water Category	
Health Focus	YoY Growth
Cold & Flu	+95.7%
Sleep	+83.3%
Digestive Health	+49.4%

Upcycled snack products continue to show growth







CERTIFIED
UPCYCLED

UNITS %CHG, 2YA

+515.2%

UNITS %CHG, 1YA

+166.4%

The Future of Protein

Technology has enabled new ways of thinking about proteins and new ways to produce dairy or meat, either directly from animals or plants or by cultivating it from animal cells.

Regenerative Ag lessens sustainability concerns of meat



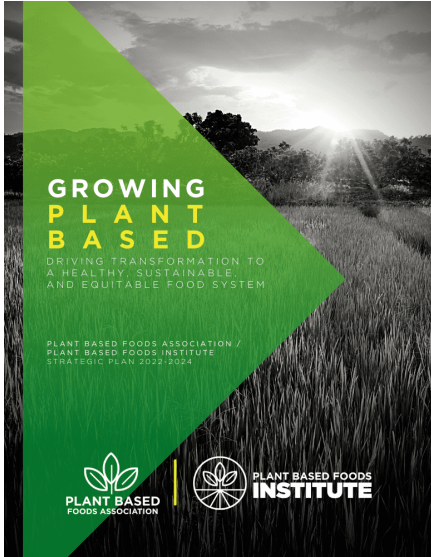
'Next Gen' Ingredients Are Category Disruptors. Precision Fermentation 'animal free dairy hits the shelves



United States Those Vegan Cowboys, Netherlands Israel

*Note: this is based on only 6 items in SPINS non animal dairy protein coding currently

Plant based continues to evolve



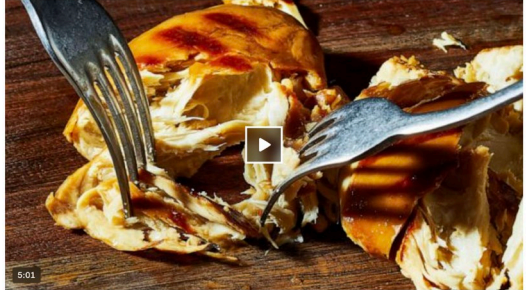
Cultivated Meat readies for US Market

USDA approves 1st ever 'cell-cultivated meat' for 2 American manufacturers

UPSIDE will cultivate and sell chicken grown from animal cells in bioreactors.

By Kelly McCarthy [GMA](#)

June 22, 2023, 10:04 AM



GOOD Meat cultivated chicken. GOOD Meat

Sources: <https://www.kehe.com/news-blog/blog/ten-macro-trends-to-watch-in-2022-according-to-kehe-experts/>, <https://health.usnews.com/healthnews/blogs/eat-run/slideshows/top-food-trends-for-2022>, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10000644/>, SPINS Total US Natural Enhanced Channel + Multioutlet (powered by Circana), Powered By SPINS Proprietary PI 52 Weeks ending 6/18/2023

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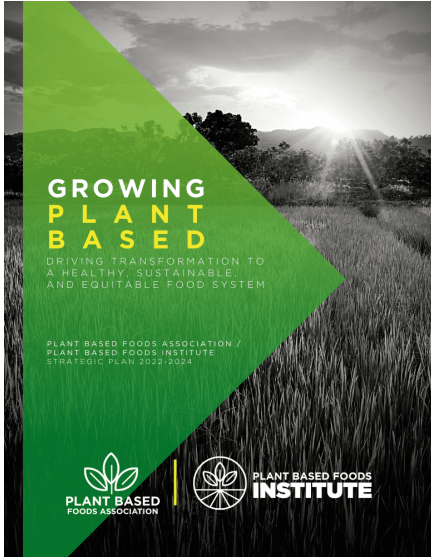
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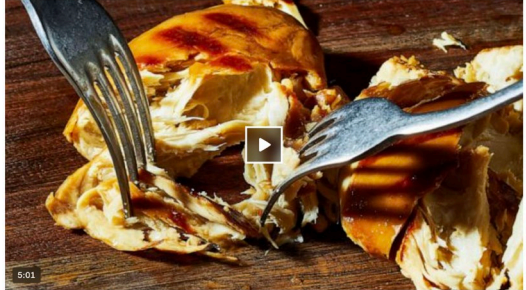
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Renee Dunn
Amazi Foods



Mark Sorenson
Cleanery

