

HOW TO INCORPORATE WELLNESS INTO PRODUCT BRANDING/MARKETING

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ABOUT CLOVERQUEST

We exist to help food and beverage businesses navigate the wellness environment.

We have decades of experience in nutrition strategy, marketing strategy, branding, business planning, organizational development and product innovation.

Nutrition & Marketing Strategy Consulting
Booth #711

OBJECTIVES FOR TODAY

1. Understand the most impactful Health and Wellness trends that will continue to influence the Bakery sector.
2. Obtain a broad overview of Health and Wellness opportunities and challenges within the Bakery category with case studies.
3. Walk away with ideas to capitalize on the Health and Wellness trends and differentiate your products – and ultimately grow your business.

SETTING THE STAGE

Something for Everyone



THE THREE MEGA-TRENDS IN FOOD

1. NATURALLY FUNCTIONAL - A Powerful Driver

Naturally functional strongly influences nearly all other trends

- It is behind the success of many "superfoods" including blueberries, coconut water and almonds.
- No need for health claims as consumers get it.

2. CONSUMERS TODAY ARE FOOD EXPLORERS

This quest has given birth to new brands and new categories seemingly out of nowhere.

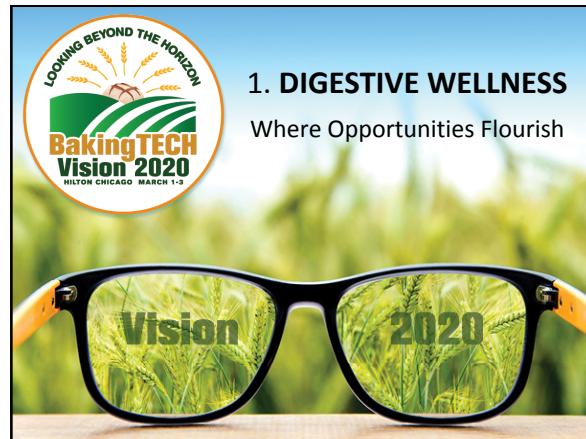
For example: kombucha, kimchi, kefir, pickles, vinegars and a host of other fermented foods for digestive health. These foods are presented as "natural" and "traditional" appeals too.

3. WEIGHT WELLNESS AND APPEARANCE - At the Center of Everything



- What most people want, is to look good and feel good.
- Keeping in shape, keeping the pounds off, and ensuring that your skin is looking good matters enormously to consumers.
- Weight wellness has shifted from being about a special category of foods to an everyday part of people's lifestyles. Consumers choose "normal" foods.





DIGESTIVE WELLNESS

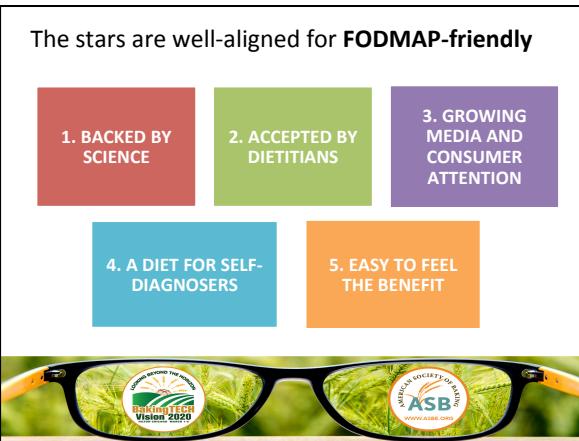
- The biggest driver of growth in food and beverage:** Set to be even bigger as the science of the human microbiome develops.
- Nothing should be dismissed as 'too weird':** It's a success that comes from delivering a 'feel the benefit'.
- The next gluten-free:** FODMAPS. Backed by science, it's already being embraced by both start-ups and science-based food giants.



WHAT IS FODMAPS? The next gluten-free

F fermentable O oligosaccharides D disaccharides M monosaccharides A and P polyols	<ul style="list-style-type: none"> Clinically, a low-FODMAP diet is recommended for people with IBS, Crohn's disease, and other gastrointestinal disorders - which affect 1 in 7 adults worldwide. It is gaining popularity given the fast-moving digestibility trend. Although gluten is not a high-FODMAP protein, the grains that contain gluten —wheat, rye, and barley — have high-FODMAP components.
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SUGAR

- **Complex consumer behavior:** Consumers say they don't want artificial sweeteners – yet, some products with aspartame have become huge successes.
- **The "white carb":** In the realm of "good" and "bad" carbs, sugar has become the worst carb, demonized even more than "beige" carbs.
- **Permission to indulge wins :** Natural sweeteners are becoming the preferred source of sweetness for many consumers.
- **Sugar reduction wins if taste wins too:** Companies that have lowered sugar but made sure that taste is not compromised are seeing big jumps in sales.

EXAMPLES – Make it Natural Strategy

Products sweetened with honey or dates are the biggest winners as these natural sweeteners are more acceptable to consumers, even if the sugar level isn't actually reduced.

Kellogg's chose dates for its new Kellogg-branded range of plant-based, no-added-sugar cereals. Apricot & Pumpkin Seed Granola delivers 16g per 100g (7.2g of sugars per 45g serve), with much of the sweetness delivered by date paste.

By comparison, a regular cereal such as Kellogg's Special K Red Berries with added sugar delivers 17g of sugar per 100g – practically the same amount.

INGREDIENT CALL-OUT - Honey

Honey is one of the most popular natural replacers for refined sugar, seen by many consumers as a healthier alternative.

In media discussions the properties attributed to honey include:

- antioxidant content
- a smaller effect on blood sugar levels than sugar
- may reduce blood pressure

CHART 19: MOST MENTIONED SUGAR REPLACEMENTS ON INSTAGRAM, SEPTEMBER 2019

Ingredient	Percentage
Honey	61%
Brown sugar	8%
Dates	6%
Agave	9%
Stevia	7%
Coconut Sugar	3%
Maple Syrup	1%

Source: Sysomos

Put the focus on **multiple benefits** instead of only focusing on sugar

- Nakd's Berry Delight bars are gluten, wheat and dairy-free raw fruit-and-nut wholefood bars with no added sugar – but the product is 49% dates, resulting in a sugar content of 47.4g per 100g.
- MyMuesli launched a no-sugar-added muesli – which is also high-protein, high-fibre, low-carb, and contains fruit pieces .

3. GOOD CARBS, BAD CARBS

GOOD CARBS, BAD CARBS

- **New directions:** Evolving science & a quest for different, will drive demand for fewer carbs and better carbs.
- **Carb categories will need to work harder to keep consumers interested:** More appealing flavors and ingredients and more convenient formats and packaging.
- **Low-carb approaches to reversing type 2 diabetes now have mainstream medical acceptance:** Consumers awareness of this benefit – plus the significant weight loss that goes with these regimes – will increase.

GOOD CARBS, BAD CARBS

The next five-to-10 years will see increasing changes in carb consumption patterns. More people will:

- Drop “bad” carbs and replace them with ‘good’ carbs (definition of “good” and “bad” carbs will be their own, not an objective scientific definition).
- Reduce the total amount of carbs in their diet in response to coverage by the media and bloggers of emerging science and public health advice .



The Washington Times
By Eric Thorn - Sunday, July 8, 2018
'Carbohydrates are killing us'

POTATO SALES FALLING BECAUSE MILLENNIALS PREFER 'HEALTHY AND EXOTIC' CARBOHYDRATES

The New York Times
How a Low-Carb Diet Might Aid People With Type 1 Diabetes

Independent, August 14, 2018
POTATO SALES FALLING BECAUSE MILLENNIALS PREFER 'HEALTHY AND EXOTIC' CARBOHYDRATES

Daily Mail
How the 5:2 diet reversed my diabetes... and now a life-changing new eating plan could do the same for you

Medscape
Carb Restriction a Viable Choice for Reversal of Type 2 Diabetes?

GOOD CARBS, BAD CARBS

2018 saw a growing consensus that diabetes could be reversible and not a progressive, lifelong chronic condition.

How the 5:2 diet reversed my diabetes... and now a life-changing new eating plan could do the same for you

Diabetes: Is it possible to Reverse Diabetes? Here Are Some Facts You Must Know

NOTV

2 Nurses In Tennessee Preach 'Diabetes Reversal'

"I think there may be a tipping point that we're hearing about the reversal of some conditions, diabetes and obesity being two [of them]."

— Fiona Godlee, BMJ editor-in-chief



npr



BakingTECH Vision 2020
HILTON CHICAGO MARCH 1-3

Strategies to Address Good Carb Bad Carb Trend

GREENER CARBS

Greening-up traditional carbs like bread – by adding vegetables that lower the carb content – gives people who want to reduce carbs permission to indulge and gives the product a health halo.

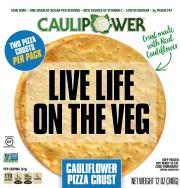



EXAMPLES: GREENER CARBS

Green Giant added to its range of vegetable “noodles” intended as replacements for pasta with a beetroot variety. By making vegetables convenient, Green Giant appeals to consumers’ twin desires to cut down on beige carbs and to increase their intake of plant foods.



CAULIPOWER Cauliflower Pizza Crust is made with real cauliflower for a thin, crispy bite that works well with any style of pizza. It’s even dairy and gluten-free, low in sodium, Non-GMO Certified.



BETTER CARBS

Rethinking carbs could make them more acceptable and keep them on people’s shopping lists: a “beige but better” strategy.

- The product range of US breakfast cereal maker **Purely Elizabeth** includes grain-free and gluten-free granolas, made with nuts and seeds. General Mills has invested in the company.



CARBS FOR ENERGY

Sports has powered the protein trend over the past 10-15 years and is now helping to fuel the better carbs trend.

- Carbs have a green light with consumers as a source of natural energy.
- Athletes are interested in energy –the sports world is approaching carbs in a broader way than just loading up with carbs before an event.

RUNNER'S WORLD
The High-Fat Diet for Endurance Athletes, in Three Graphs
A new study tests the effects of eating this way on race performance.

Well Should Athletes Eat Fat or Carbs?
BY GRETCHEN REYNOLDS FEBRUARY 25, 2015 5:45 AM ■ 167



CARBS FOR INDULGENCE

Marketing a brand or a range that’s “honestly indulgent” is a good strategy.

- Consumers will continue to eat carbs.
- Others might cut down on carbs, often in the form of a trade-off – cutting out bread and pasta but continuing to eat cake and desserts.



Thank you!

Questions?

Don't forget to stop by booth # 711

