



hydeparkgroup
food innovation

Nestlé: Carnation Breakfast Essentials

3/1/17

MARKET RESEARCH

MARKET RESEARCH OVERVIEW

Synthesis of what we are seeing in the culinary world and hearing first-hand from consumers.

- Our food innovators and chefs provide real world insight and experience from the restaurant trade.
- Consumers tell us what is tipping through the many, many qualitative groups we conduct throughout the year.

These insights, supported with published trend tracking data, provide an enlightened perspective on the future of food.



A NEW FOOD ERA: PLANT POWER

1930's → 1980's → 2000's → 2010's → 2016+ →

CONVENIENCE

NUTRITION

CULINARY

REAL,
CLEAN

PLANTS



Plant-based milk sales doubled 2009-2015. Fortune.com (Feb 2016)

"Chobani's sales grew more than 30 percent in 2013 to over \$1 billion."
– Reuters.com (May 2014)

2016 US Sales, Plant-Based Milk: \$4.6B, + 13%
Source: Plant Based Food Association, IRI-SPINS Survey, March, 2017

PLANTS ARE THE NEW PROTEIN:

PROTEIN CRAZE CONTINUES WITH HEALTHFUL, SUSTAINABLE SOURCES

just
MAYO

- Less expensive
- More sustainable
- Safer
- Non-GMO
- Vegan
- Cholesterol-free
- Eggless
- Soy-free
- Lactose-free
- Gluten-free
- No artificial colors or flavors
- Kosher

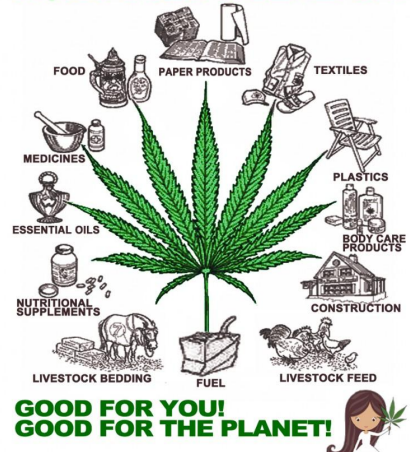


General Mills Patents Process To Create Range of Dairy-Alternatives From Legumes

Food-Navigator-USA 1-16-17

HEMP

50,000 USES & BENEFITS



Vega acquired by WhiteWave Foods Co. (Silk Soymilk) in June 2015 for \$550MM

NEW WAYS TO REDUCE SUGAR: ALTERNATIVES TO REFINED AND ARTIFICIAL SUGAR

NEW LABELING LAWS GO INTO EFFECT 2018

COCONUT SUGAR



Nutrition Facts

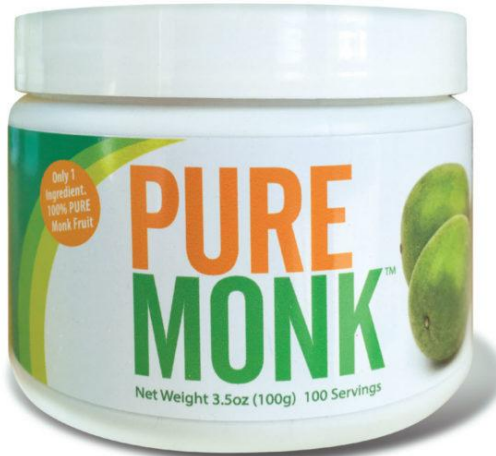
Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving	
Calories 230	Calories from Fat 72
	% Daily Value*
Total Fat 8g	12%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	12%
Dietary Fiber 4g	16%
Sugars 1g	
Protein 3g	
Vitamin A	10%
Vitamin C	8%

Nutrition Facts

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Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	



THE BEVERAGE EXPLOSION: THE SEARCH FOR NATURAL ENERGY AND WELL-BEING



\$0-\$300MM
in 7 years
(Forbes 2016)



RIISING STAR



Symphony IRI New Product Pacesetters



RIISING STAR

FREE-FROM FOODS & BEVERAGES

Sainsbury's



90% of all food allergies:



\$12 billion Current market sales of free-from products, which are experiencing double-digit growth.

Source: Euromonitor 2016



Mondelez International

DAIRY RE-THOUGHT



2016 US Sales,
Plant-Based
Milk:
\$4.6B, +13%

Source: Plant Based
Food Association,
IRI-SPINS Survey,
March 2017



THE NEW MINIMALISTS:

A NEW GENERATION ELIMINATING EXCESS FROM FOOD



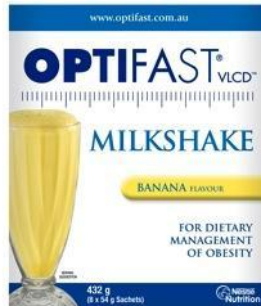
1960s



1970s



1980s



1990s



2000s



Source: The Future of Food: Sal Matteis 2014

FIELD RESEARCH

OVERVIEW

NDA

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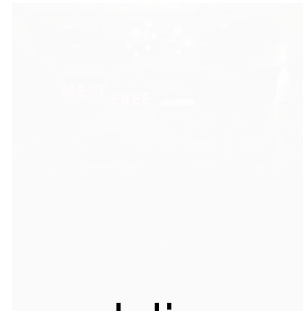
Ground Control
Casual



Uptown Breakroom
Casual



Fine Dining



Casual



Loving Heart
Café/Market



Amazing Kale
Burger
Casual



Kitchen 17
Casual



Mana Food Bar
Casual



Handelbar
Casual



Urban Vegan
Casual

CATEGORIES



Biscuits & Gravy
Ground Control



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Chicago Waffles
Uptons Breakroom



Shakes
Chicago Diner



Mushroom Soup
Loving Heart



Blackened Tofu Steak
Handlebar



Ranch Dressing
Kitchen 17

SUBSTITUTIONS: OTHER



Chicago Deep Dish
Kitchen 17



Pierogi Quesadilla
Chicago Diner

mozzarella	cheddar	teese cheddar	teese cheddar
<p>melts & stretches perfect on pizza</p>  <p>Ingredients: ALL VEGAN, Non-GMO Project Certified, Filtered Water, Cassia, Filtered Water, Oil, Teese Starch, Tapioca Maltodextrin, Calcium Phosphate, Natural Flavors, Salt, Natural White Color, GluTAM FREE</p>	<p>melts & stretches perfect on quesadillas</p>  <p>Ingredients: ALL VEGAN, Non-GMO Project Certified, Filtered Water, Cassia, Filtered Water, Oil, Teese Starch, Tapioca Maltodextrin, Calcium Phosphate, Natural Flavors, Salt, Natural White Color, GluTAM FREE</p>	<p>melts & stretches perfect on quesadillas</p>  <p>Ingredients: ALL VEGAN, Non-GMO Project Certified, Filtered Water, Cassia, Oil, Tapioca Maltodextrin, Tapioca Starch, Salt, Pea Protein Isolat, Ferred Lactic Acid, Calcium Citrate, Natural Flavors, Annatto, Sunflower Lecithin, Natural White Color, Salt, and Kosher Salt. GLUTEN FREE</p>	<p>melts & stretches perfect on quesadillas</p>  <p>Ingredients: ALL VEGAN, Non-GMO Project Certified, Filtered Water, Cassia, Oil, Tapioca Maltodextrin, Tapioca Starch, Salt, Pea Protein Isolat, Food Emulsifier, Lactic Acid, Calcium Citrate, Natural Flavors, Annatto, Sunflower Lecithin, Natural White Color, Kosher Salt, and Salt. GLUTEN FREE</p>

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Daiya Cheese

Filtered water, tapioca flour, expeller pressed non-GMO canola
and/or sunflower oil, coconut oil, pea protein, salt, inactive yeast,
vegan natural flavors, vegetable glycerin, xanthan gum, yeast
extract, citric acid (vegan), tocopherol, annatto (for color), diphospho-
dioxide (a naturally occurring mineral).

SUBSTITUTIONS: OTHER (CONTINUED)

Jackfruit



BBQ Jackfruit Sandwich
Upton's Breakroom



Jackfruit Tacos
Native Foods

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A Tropical fruit within the same species as the fig tree.
Commonly used among vegans because of a similar taste
and consistency of pulled pork.

RESTAURANT VEGAN CUISINE

Meat Imitations

Fast Casual & QSR vegan restaurants play of nostalgia and comfort foods so that people who have gone 'vegan' can still enjoy (close to) the real dishes they used to love. Fine dining vegan fare adds more molecular gastronomy in order to manipulate the structure of specific plant-based ingredients to mimic specific characteristics of.

QSR & Fast Casual



Radical Reuben
Chicago
(Chicago, IL)
Corned Seitan

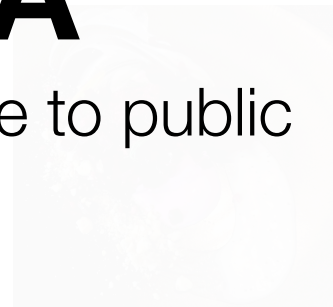


Impossible Burger
Cockscomb
(San Francisco, CA)
(undisclosed)

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Classy & Fine Dining



Beet Tartare
Green Zebra
(Chicago, IL)
Raspberry powder,
fermented beets,
dill pollen



Deviled 'Eggs'
Blossoms
(New York, NY)
Soy, Agar Agar,
mustard seed,

RESTAURANT VEGAN CUISINE

Raw/Produce Focused

Fine dining vegan cuisines commonly rotate through dishes that highlight seasonal fruits and vegetables. The focus is usually on one or two types of produce and all other ingredients compliment the flavor of the produce. Fast casual and QSR put less focus on seasonal ingredients and stick to produce that is popular among a wide audience (Carrot, Apple, Tomato, Broccoli). Popular QSR veggie dishes are stir fries, salads, sushi, or as side dishes.

QSR & Fast Casual

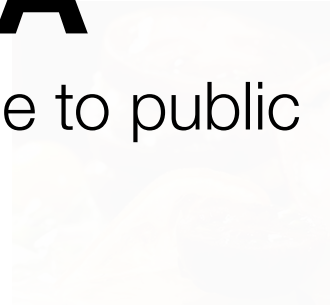


Qjinoa Crunch Bowl
LYFE
(Chicago, IL)
Fresh Crunchy
vegetables, edamame
hummus, avocado

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Classy & Fine Dining



Heirloom Tomatoes
Elizabeth's Gone Raw
(Washington D.C.)
Tomatoes, radish,
lemon preserve,
tarragon sauce



Sushi Rolls
Beyond Sushi
(New York, NY)
Black Rice, Cucumber
Seaweed, Carrots



Smoked Eggplant
Vedge
(Philadelphia, PA)
Eggplant, cauliflower,
cured olive, italian
verde

RESTAURANT VEGAN CUISINE

Global Influence

Many ethnic sauces use no dairy or meat which makes it easier to incorporate into American vegan cuisine. Fast casual and QSR vegan restaurants focuses more on global sauces and spices to make dishes vegan. While fine dining vegan cuisine incorporates more of the ingredients commonly found in authentic global cuisine.

QSR & Fast Casual



Thai Dye Vegan Mellow Noodles (Various Locations)
Curry Tofu, Thai chili sauce, Basil

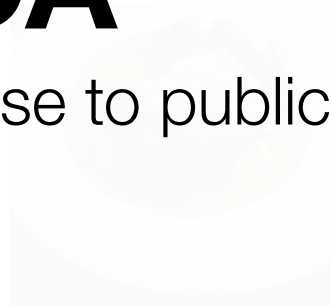


Tofu Bibimbop Plant (Asheville, NC)
Kimchi, pickled shiitake, sesame sushi rice, toasted cashew

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Classy & Fine Dining



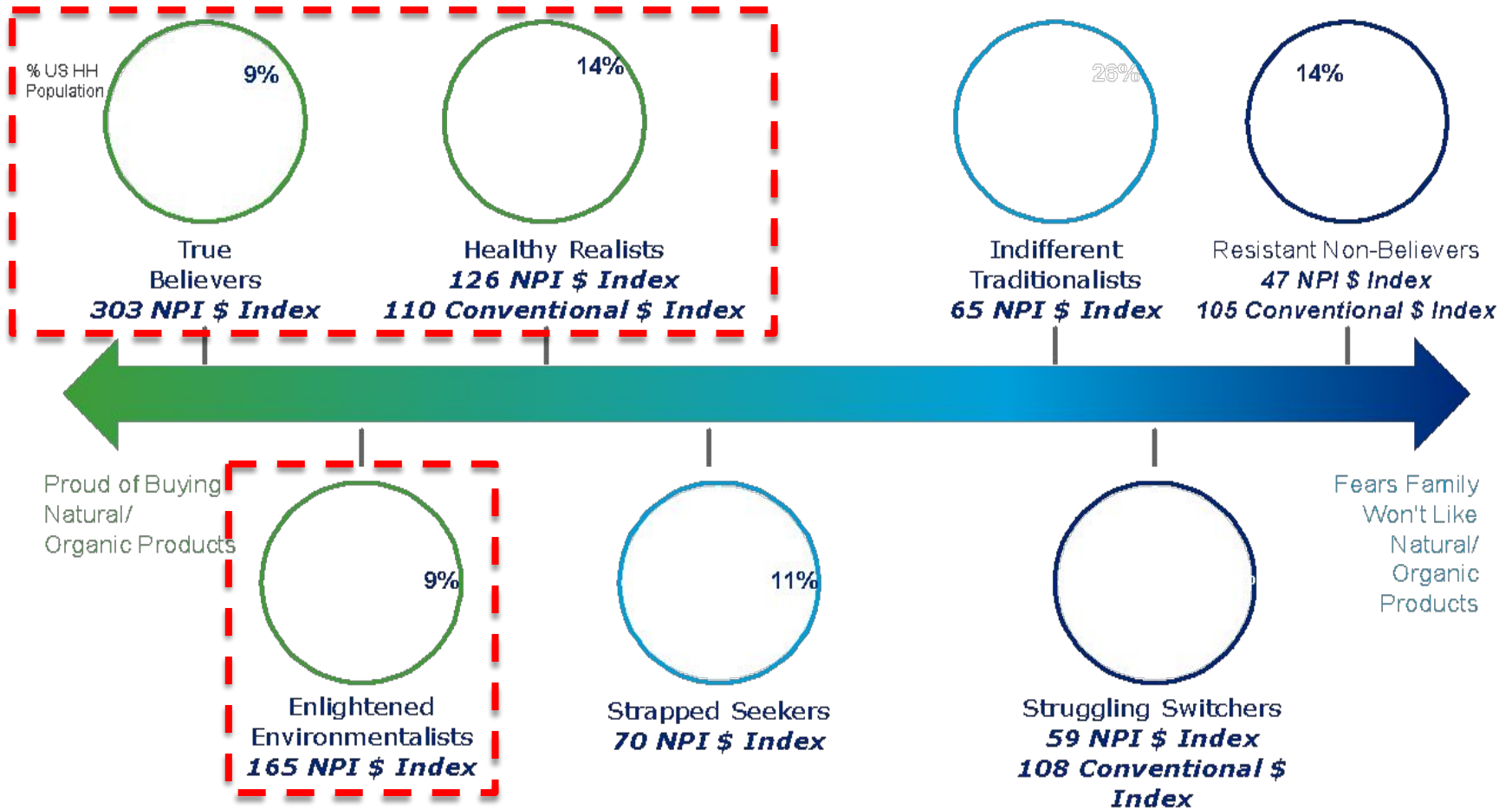
Indian Spiced Polenta Ravens (Mendocino, CA)
(undisclosed)



Tamale Millennium (San Francisco, CA)
Mushroom pastor, chard escabeche, smoked pablano

CONSUMER BEHAVIOR

THE SUPERFOOD FOODIE: 32% US POPULATION



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Source: IRI Shopper Network and SPINS NaturaLink



Source: SPINS NaturaLink

GRANDMA'S RECIPES: A NEW GENERATION SEEKING AUTHENTIC RECIPES

MAGARONS



WOODEN TABLE BAKE CO. (ARGENTINA)

Preserving endangered recipes from Macau



OLIVE OIL TORTAS



NONNA



SMALL BATCH TRADITIONAL SWEDISH COOKIES



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GLYKA SWEETS (GREECE)

GRANDMA'S RECIPES: A NEW GENERATION SEEKING AUTHENTIC RECIPES

MAGARONS



WOODEN TABLE BAKE CO. (ARGENTINA)

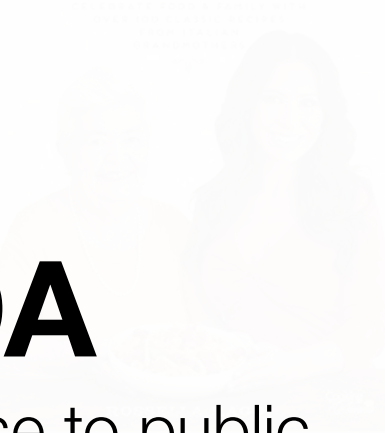
Preserving endangered recipes from Macau



OLIVE OIL TORTAS



NONNA



SMALL BATCH TRADITIONAL SWEDISH COOKIES



NDA

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GLYKA SWEETS (GREECE)

FOCUS GROUPS



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Whole Foods								Customer Observation
PROTEIN SHARES (single)	CBE	Acute Protein	None	Protein	Protein	Protein	Other	Shopper 1 - Mother & infant
In Stock?	Yes	Yes	Yes	Yes	Yes	Yes		Protein Protein
SKU (numeric)		00-01100		00-01100	00-01100			Shopper 1 - Mother & infant
								Staff Help?
PROTEIN POWDER	CBE	Single	None	Protein	Protein	Protein	Other	Shopper 1 - Mother & infant
In Stock?	Yes	Yes	Yes	Yes	Yes	Yes		Protein Protein
SKU (numeric)		00-01100		00-01100	00-01100			Shopper 1 - Mother & infant
								Staff Help?
BREAKFAST SHARES (single)	CBE	Single	None	Protein	Protein	Protein	Other	Shopper 2 - Mother & infant
In Stock?	Yes	Yes	Yes	Yes	Yes	Yes		Protein Protein
SKU (numeric)		00-01100		00-01100	00-01100			Shopper 2 - Mother & infant
								Staff Help?
NUTRITIONAL POWDER	CBE	Acute Protein	None	Protein	Protein	Protein	Other	Shopper 2 - Mother & infant
In Stock?	Yes	Yes	Yes	Yes	Yes	Yes		Protein Protein
SKU (numeric)		00-01100		00-01100	00-01100			Shopper 2 - Mother & infant
								Staff Help?
PROBIOTIC DRINKS (single)	CBE	Acute Protein	None	Protein	Protein	Protein	Other	Shopper 2 - Mother & infant
In Stock?	Yes	Yes	Yes	Yes	Yes	Yes		Protein Protein
SKU (numeric)		00-01100		00-01100	00-01100			Shopper 2 - Mother & infant
								Staff Help?
BREAKFAST SHARES (pack)	CBE	Single	None	Protein	Protein	Protein	Other	Shopper 2 - Mother & infant
In Stock?	Yes	Yes	Yes	Yes	Yes	Yes		Protein Protein

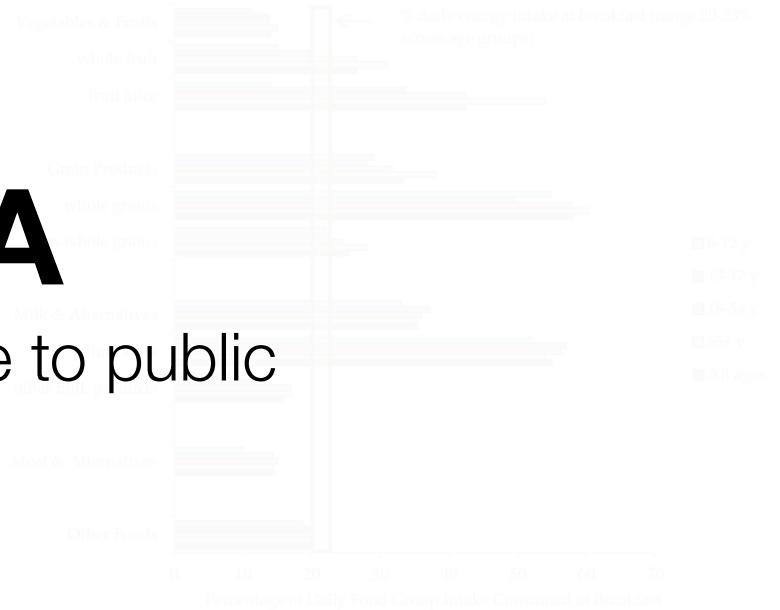
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PROTEIN SHARES (single)	CBE	Acute Protein	None	Protein	Protein	Protein	Other	Shopper 1 - Mother & infant
In Stock?	Yes	Yes	Yes	Yes	Yes	Yes		Protein Protein
SKU (numeric)		00-01100		00-01100	00-01100			Shopper 1 - Mother & infant
								Staff Help?
PROTEIN POWDER	CBE	Single	None	Protein	Protein	Protein	Other	Shopper 1 - Mother & infant
In Stock?	Yes	Yes	Yes	Yes	Yes	Yes		Protein Protein
SKU (numeric)		00-01100		00-01100	00-01100			Shopper 1 - Mother & infant
								Staff Help?
BREAKFAST SHARES (single)	CBE	Single	None	Protein	Protein	Protein	Other	Shopper 1 - Mother & infant
In Stock?	Yes	Yes	Yes	Yes	Yes	Yes		Protein Protein
SKU (numeric)		00-01100		00-01100	00-01100			Shopper 1 - Mother & infant
								Staff Help?
NUTRITIONAL POWDER	CBE	Acute Protein	None	Protein	Protein	Protein	Other	Shopper 2 - Mother & infant
In Stock?	Yes	Yes	Yes	Yes	Yes	Yes		Protein Protein
SKU (numeric)		00-01100		00-01100	00-01100			Shopper 2 - Mother & infant
								Staff Help?
PROBIOTIC DRINKS (single)	CBE	Acute Protein	None	Protein	Protein	Protein	Other	Shopper 2 - Mother & infant
In Stock?	Yes	Yes	Yes	Yes	Yes	Yes		Protein Protein
SKU (numeric)		00-01100		00-01100	00-01100			Shopper 2 - Mother & infant
								Staff Help?
BREAKFAST SHARES (pack)	CBE	Single	None	Protein	Protein	Protein	Other	Shopper 2 - Mother & infant
In Stock?	Yes	Yes	Yes	Yes	Yes	Yes		Protein Protein

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Whole Foods							BASE PRODUCTS
PROTEIN SHAKES	CBE	Iconic Protein	Koia	Rebbl	Evolve	Other	365 Breakfast Shakes
In Stock?	No	Yes	No	Yes	No		8/11 oz
PPD (price/oz)		\$0.31/oz		\$0.42/oz	---		
PROTEIN POWDER	CBE	Vega	365 (Store)	Garden of Life		Other	Koia
In Stock?	No	Yes	Yes	Yes			12/11 oz
PPD (price/oz)		\$2.47.1/oz	\$0.45/oz	\$1.81/oz			
BREAKFAST SHAKES	CBE	Sigga	Rebbl	Ovaltine		Other	GoodBelly
In Stock?	No	Yes	Yes	No			32/11 oz
PPD (price/oz)		\$0.83.7/oz	\$0.42.4/oz	\$0.56.4/oz			
NUTRITIONAL POWD	CBE	Ancient N				Other	Rebbl
In Stock?	No	Yes	Yes	Yes	Yes		12/11 oz
PPD (price/oz)		\$2.29.4/oz	\$1.62.2/oz	\$1.51/oz	\$1.37.5/oz		
PROBIOTIC DRINKS	CBE	GoodBelly	Yakult	Kevita	Activia	Other	Sigga
In Stock?	No	Yes	No	Yes	No		8/11 oz
PPD (price/oz)		\$0.83.7/oz	---	\$0.52/oz	---		
CRISID PROCESS	CRISID (Mellon)	CRISID (Vita-Manna)	CRISID	CRISID			365 Dairy-Free

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