



HARNESSING

TOP TRENDS

TO ACHIEVE FOOD & BEVERAGE

• SUCCESS •

INTRODUCTION

New-year trend spotting in the food and beverage industry has become a popular activity, with an ever-increasing number of experts stepping forward annually to make predictions about how **emerging consumer preferences** will shape the coming 12 months.

For manufacturers, **trend-identification offers a useful signpost for future product development and marketing**, but it is only one part of the story. Just as important is how to translate those trends into real-world food and beverage products that consumers will be eager to buy.

In this report, we'll explore and analyze five of **the most compelling global trends for 2018** and highlight the potential for creating new products in sync with them. We've chosen trends identified by a range of reputable and independent experts: Innova Market Insights, Mintel and Euromonitor International. Full references for these sources can be found at the end of this report.



TREND #1

THE MINDFUL CONSUMER

The most talked-about food and beverage trend for 2018 is undoubtedly **'Mindful Choices'**, which was chosen by Innova Market Insights as the #1 global trend in its annual *Top Ten Trends* report.¹

Innova predicts that this year will see more consumers buying food and beverage products that **address concerns relating to both body and mind**. In this holistic approach to making purchase decisions, consumers are drawn to brands that are natural and healthy (body) and produced in ways that respect the world we live in (mind). "Consumers are more conscious than ever about making responsible food choices, and increasingly want to know what is in their food and how it is produced," says Innova.

Mintel's *Global Food & Drink Trends 2018* report² echoes these sentiments with its own top trend for this year – **'Full Disclosure'** – stating: "In our new post-truth reality, **consumers require complete and total transparency** from food and drink companies." Expanding on this, Mintel explains that many consumers "lack trust in regulatory systems, manufacturers, and even their fellow humans." As a result of this skepticism, there is extended and enhanced consumer interest worldwide in the origins of food and drink. Mintel adds: "Widespread distrust has increased the need for food and drink manufacturers to be forthcoming about their ingredients, production processes, and supply chains. This places pressure on manufacturers to offer thorough and honest disclosures about how, where, when, and by whom food and drink is grown, harvested, made, and/or sold."

In its report, *Top 10 Global Consumer Trends for 2018*³, Euromonitor International says this crisis of trust has resulted in **'Sleuthy Shoppers', who are eager to uncover everything there is to know about the products they buy** and who favor companies that are "honest and real". The report says: "For Sleuthy Shoppers, the case to be solved starts at the head of the supply chain. They investigate the full production process, from material/ingredient sourcing to production and distribution, along with information on all parties involved along the way. Detailed evidence of business practices allows Sleuthy Shoppers to understand the full history behind product development and production. In turn, this knowledge and interaction allows them to feel closer to and more comfortable with the end product."

Euromonitor continues: "Large corporations may have seen recent success with faux artisanal products that tie products back to original recipes, flavors and stories through clever marketing. However, Sleuthy Shoppers are past this, and now conduct more prolonged investigations to **unveil the full product journey**. They look for evidence of Fair Trade procurement, environmentally friendly production, fair wages, FSC-certified paper packaging and energy-efficient distribution. Sleuthy Shoppers are no longer just buying a product, they are buying its entire history and everything that it represents."

IN OUR NEW POST-TRUTH REALITY,
CONSUMERS REQUIRE COMPLETE
AND TOTAL TRANSPARENCY



WHAT DOES THE MINDFUL CONSUMER TREND MEAN FOR FOOD AND BEVERAGE COMPANIES?

Manufacturers need to fully understand their supply chains, especially in terms of how ingredients are sourced. In 2018's climate of scrutiny, one misstep – however unintentional – can undermine an entire marketing strategy. **Look for ingredients suppliers who can walk you through their own supply chain**, demonstrating how they can help you create products that will attract, not alienate, mindful consumers and sleuthy shoppers. In terms of fruit ingredients, your suppliers should be able to take you back to the very beginning of the product lifecycle – to the farm – to demonstrate that the manner in which they take care of the land and treat the people working for them is compatible with your brand values and consumers' expectations.

Welch's Global Ingredients Group is well positioned to help you deliver on this trend because we have complete ownership and control of our supply chain. We are part of Welch Foods, Inc., which is owned by a farmer cooperative of about 900 family growers located across North America. This means our Concord and Niagara grape ingredients are made from grapes we grew ourselves, on our own farms. Some of these vineyards have been in the same family for generations.

As a result, we know everything there is to know about our grape ingredients.



Because Welch's network of farmers live on the land, their connection with it is strong and, in turn, they have a heightened respect for the environment. They have established and adopted a range of sustainability measures that encompass environmental stewardship, community wellbeing and economic viability. Food and beverage companies can use our juices, purees, pieces and powders secure in the knowledge that we offer **complete traceability from farm to table**. With our range of ingredients for the food and beverage sector, manufacturers can now harness the taste, nutrition and backstory of Concord and Niagara grapes to create products that will really strike a chord with mindful consumers and sleuthy shoppers.

MEET THE NEEDS OF THE MINDFUL CONSUMER

Satisfy body and soul with this tasty and nutritious plant-based recipe that fuses **overnight oats** soaked in almond milk with Welch's Concord grape puree and blueberries. Sweet and bold, and packed with healthy polyphenols, our puree blends perfectly with the creamy oats to create a sensational combination of flavor and texture.

INGREDIENTS

- 1 ½ cups large-flake rolled oats
- 1 ¼ cups original almond milk
- 2 tsp brown sugar
- ½ tsp vanilla
- ½ tsp cinnamon
- ½ cup Concord grape puree
- 1 cup fresh blueberries

PREPARATION

1. Stir oats with almond milk, brown sugar, vanilla and cinnamon
2. Refrigerate overnight
3. In the morning, gently mix Concord grape puree with blueberries
4. Divide oats into portions and top with the Concord grape puree and blueberries
5. Makes 4 portions



TREND #2

CLEANER LIVING

Healthy eating is hardly new, but this trend is set to reach new levels in 2018. Euromonitor believes that a generation of **'Clean Lifers'**, currently in their 20s, are turning their backs on over-indulgence and embracing a more minimalist lifestyle where **moderation and integrity are key**.³ One way this is manifested is abstinence, which is related to the desire to control image and body shape. Euromonitor's report notes: "With sobriety rising, there is frustration at the poor range of options in terms of low alcohol or non-alcoholic drinks, especially when socializing in bars and restaurants. The choice of carbonated drinks such as cola or traditional juices is limited, particularly for an increasingly sophisticated audience."

Innova, meanwhile, highlights **'Lighter Enjoyment'** as one of its 2018 global trends.¹ It says: "As consumers continue to look for ways to eat and drink more healthily, lightness in terms of alcohol content, sweetness, flavor, texture or even portion size is increasing its appeal, although **definitely not at the expense of a familiar, high quality and indulgent taste profile.**"

WHAT DOES THIS TREND MEAN FOR FOOD AND BEVERAGE COMPANIES?

Just because consumers want to eat and drink more healthfully it doesn't mean they want to sacrifice enjoyment and indulgence. The key to success with cleaner living consumers is to offer them products made with ingredients that can deliver that rare combination of excellent taste and nutrition. **There are few ingredients that can do this as effectively as real fruit.** In the case of beverages, there remains untapped potential in the soft drinks market for new and compelling propositions that fit any occasion, whether it's relaxing at home or socializing at a party or bar.

Clean lifers present a fresh challenge to the food and beverage industry, but also a new opportunity that shouldn't be ignored. **These consumers enjoy going out and socializing, but they want to do it healthfully** and many of them are turning their backs on alcohol. Euromonitor International points out that global sales of non- and low-alcohol beer are growing rapidly. This demonstrates that an opening also exists for products such as 'mocktails' – stylish beverages which look great and contain delicious and refreshing ingredients. Welch's Concord grape juice is perfect for adding wow-factor to mocktail formulations. It is delicious when combined with other fruit juices and is great when carbonated to provide the perfect antidote to soda fatigue at any social gathering.

BRING CLEANER LIVING TO LIFE

Give clean lifers a beverage they'll really want to drink on an evening out with this **Welch's Virgin Concord Grape Sangria**. Sweet and refreshing, the use of Concord grape juice means party-goers can enjoy a sophisticated drink and keep a clear head all night long.

INGREDIENTS

- 4 cups Concord grape juice
- ½ cup orange juice
- 1 lemon, sliced
- 1 orange, sliced
- 1 apple, sliced

PREPARATION

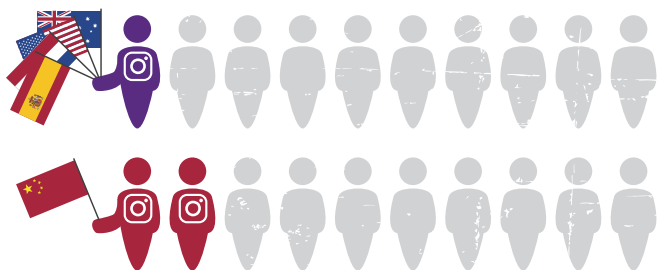
1. Add all ingredients to a large pitcher
2. Stir to combine and place in refrigerator to infuse flavors and chill for at least 1 hour
3. Serve over ice if desired
4. Serves 4



TREND #3

STIMULATING THE SENSES

According to Innova, **'Instagrammable'** food is becoming more and more important to today's consumers, which means **they favor foods that are colorful** and will look good in their social media feeds.⁴ This matters, says Innova, because in the US, Spain, the Netherlands and Australia, around **10%** of consumers are influenced by social media when it comes to buying food and drink. In China, meanwhile, the figure is around **20%**. Innova calls this trend **'Say it with Color'** and says: "The time for foods with vibrant colors has arrived".



WHAT DOES THIS TREND MEAN FOR FOOD AND BEVERAGE COMPANIES?

It's a crowded market and success belongs to brands that are prepared to be bold and stand out among the competition. The Instagram generation is ready and eager to share foods and beverages that look and taste great. **Vibrant, natural colors really speak to these consumers and spell success for companies prepared to embrace colorful ingredients.** Purple, in particular, offers enormous potential. Not only do purple foods look amazing, but there is a strong link between purple-ness and nutrient density. The Concord grape, for example, is a unique deep purple grape variety that has a delicious taste and is a true polyphenol powerhouse. Welch's Concord grape ingredient solutions offer a unique opportunity to develop and launch delicious and wholesome new purple products that consumers everywhere will love. Potential applications include beverages, snacks and breakfast cereals. The bold purple of our Concord grape ingredients makes them perfect for creating colorful food and beverage products that will **stimulate the senses and resonate with today's Instagram generation.**

PASS WITH FLYING COLORS

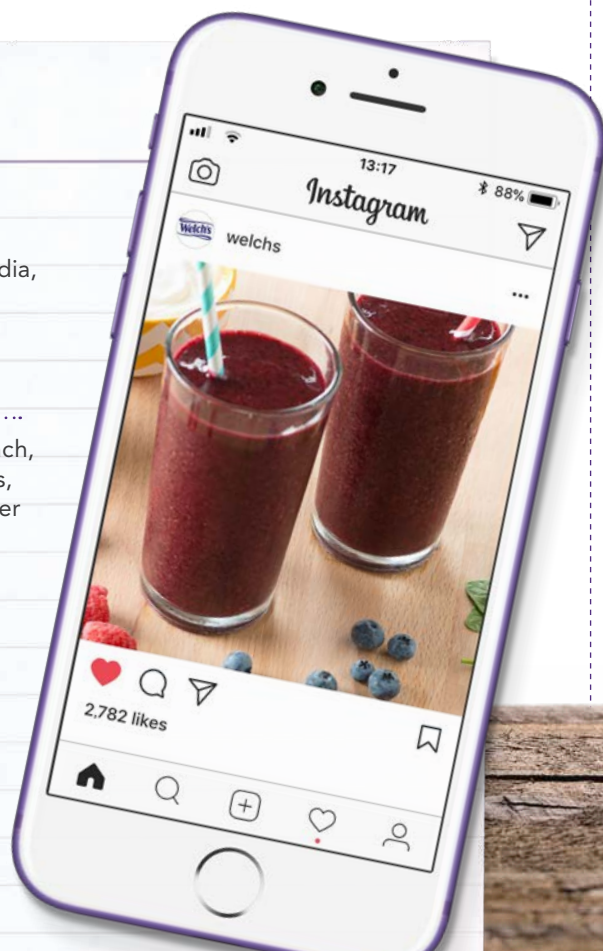
Try formulating this eye-popping **Purple Sunshine Smoothie** made with Welch's Concord grape juice and a host of other nutritious ingredients. Not only will it look great on social media, this fruity masterpiece delivers a bold, sweet taste and the nutrition power of purple.

INGREDIENTS

- 1 cup Concord grape juice
- 1 cup baby spinach
- 1 cup frozen raspberries
- 1 cup frozen blueberries
- ¼ cup nonfat Greek yogurt
- ½ cup ice cubes

PREPARATION

1. Place grape juice, spinach, raspberries, blueberries, yogurt and ice in blender
2. Blend until smooth and pour into 2 glasses
3. Serves 2



TREND #4

TRADITIONAL FAVORITES WITH A TWIST

According to Innova, 2018 will see more companies putting **a fresh spin on everyday foods**.⁴ It calls this trend **'Bountiful Choice'** and says: "Brands are always looking to connect more closely with consumers in terms of their specific needs and tastes. The factors of demand diversification and fierce market competition are driving a segmentation of the market that targets more specific dimensions. Therefore Innova Market Insights is seeing more creative use of positioning and flavor to differentiate and distinguish products in order to bring novelty and excitement. From peanut butter to ketchup and tea, some of the more staid food and drink categories are being reinvigorated."

Mintel, meanwhile, has identified a global trend for 2018 called **'New Sensations'**, which encompasses "unexpected" innovations, particularly around texture.² It highlights research that shows **37%** of Spanish, **36%** of Polish, **26%** of French and **22%** of German and Italian consumers are open to trying food and drink with **unusual textures**. Meanwhile, a quarter of UK consumers would be interested in carbonated soft drinks with added texture such as pulp. In Brazil, **11%** of juice-drinking consumers say juices mixed with seeds/grains, including linseed and chia, are an important factor when choosing juices. In its report, Mintel also says that, in 2018, "more companies have the opportunity to add texture via natural ingredients, such as the pulp of fruit or vegetables, the tingle of spicy peppers, or carbonation resulting from fermentation as with kombucha."

WHAT DOES THIS TREND MEAN FOR FOOD AND BEVERAGE COMPANIES?

The only rule here is that there are no rules. Experimentation with ingredients is to be encouraged in order to create products that surprise, excite and sell. Younger consumers, in particular, are unafraid to seek out novel food and beverage experiences, and **delight at seeing previously sacred product formulation paradigms turned on their head**. Innovation with wholesome ingredients such as fruit is particularly prized by these shoppers. Why not try blending trendy ingredients with fruit to create products that taste great as well as hit the innovation bullseye?

Welch's ingredients capture the bold and delicious taste of the Concord grape and deliver healthy plant nutrients called polyphenols. This makes them well suited to act as naturally nutritious carriers for other **ingredients that regularly present product developers with formulation challenges**. Many nutrition companies will understand the dilemma. There's a functional ingredient that consumers are excited about, but it doesn't taste good. In such situations, you could add flavors, masking agents or added sugar – but these compromise the integrity of your product in terms of its clean label status and health profile. Our juices, purees and FruitWorx bites are tasty, nutritious and convenient delivery systems for these fashionable functional ingredients in clean-label elixirs, bars and more. Outside of the nutrition space, our Concord grape juices and purees are also perfect for use in meal recipes, adding a sensational purple twist to dips, sauces and fillings in a variety of dishes.

SERVE UP A KILLER TWIST

Create something even the most adventurous consumers have never experienced before. This super-nutritious **wellness shot** delivers a healthy boost but not at the expense of taste. It's made with Welch's Concord grape juice and puree to mask the apple cider vinegar and beet juice ingredients, which are known for their polarizing flavor profiles. Plus, the Concord grape puree adds a satisfying velvety texture. It all adds to up to a powerfully nutritious formulation with an explosively great taste!

INGREDIENTS

- 3 ½ tsp apple cider vinegar
- 2 tsp beet juice
- 1 tsp frozen concentrated orange juice
- 1 tbsp Concord grape juice
- ½ tsp grated fresh ginger
- ½ tsp honey
- 1 tsp Concord grape puree

PREPARATION

1. Mix all ingredients together until well blended
2. Chill
3. Makes 2 shots



TREND #5

SNACKIFICATION'S UPWARD TRAJECTORY CONTINUES

In 2017, Welch's Global Ingredients Group commissioned researchers in the US to question snackers between the ages of 18 and 35 about their snacking habits and preferences. When asked how often they ate a snack instead of having breakfast, lunch or dinner, **92%** of them said they did so a **minimum of once a week**.

In our *2017 Snacking Trends Report*⁵, we called this the **'Snackification of Mealtimes'** and it looks like this revolution in eating habits is likely to gather pace in 2018. Innova has identified **'From Snacks to Mini Meals'** as a key trend⁴ and says: "Busy lifestyles mean that meal times and occasions are becoming less prevalent and people are seeking quick and convenient, yet healthy, solutions. Snacks are becoming not only healthier but also more wholesome, satisfying, sustaining and nutritious. This is creating more and more opportunities for snacks to take on the role of mini meals." To support this prediction, Innova notes that between 2012 and 2016, there was a **25% increase globally in the launch of fruit and vegetable products positioned as snacks**.

WHAT DOES THIS TREND MEAN FOR FOOD AND BEVERAGE COMPANIES?

With the snackification of meals so widespread, it's important to offer consumers snacks that will contribute to their daily nutrition needs. This means there is room in the market for **new snacks that feature ingredients that taste good and are good for you**, which represents a real opportunity from a product development perspective.

In particular, the snackification of meals trend means that using ingredients like real fruit inclusions is a wise move. **If shoppers can immediately see that a snack is good for them as well as being tasty and convenient, then it will strike a chord**. The Concord grape is the ideal superfruit ingredient for healthy snacks that tap into the trend for snackification of mealtimes. Our Concord grape purees and FruitWorx bites and powder deliver goodness and great taste – so they're ideal for making convenient, nutritious and filling meal-replacing snacks such as bars and yogurts.

LAUNCHES OF FRUIT AND VEGETABLE PRODUCTS POSITIONED AS SNACKS



GO FORTH AND SNACKIFY

Give snackers something that makes skipping mealtimes less of an ordeal with this tasty **plant protein snack bar**, which is packed with Welch's FruitWorx Concord grape pieces and grape juice powder. Vibrantly purple and big on both taste and nutrition, FruitWorx ingredients take this protein-powered snack to a new level of delicious.

INGREDIENTS

- 3 ½ cups mini marshmallows
- 2 ½ cups rice cereal
- 1 cup crispy sorghum, brown rice and puffed quinoa cereal mix
- 2 tbsp butter
- ¾ cup peanut butter chips
- 1 cup FruitWorx Concord Grape Bits
- ½ cup Concord Grape Jam
- 1 tbsp FruitWorx Concord Grape Juice Powder

PREPARATION

1. Melt butter in large saucepan on low heat
2. Add marshmallows and cook until they are melted
3. Add jam and mix until well blended
4. Remove from heat
5. Add cereals and grape bits and mix
6. Add peanut butter chips and mix well
7. Press onto bottom of 13x9 inch pan sprayed with cooking spray
8. Sprinkle grape powder over top
9. Cool completely
10. Cut into 12 squares



HARNESSING THE CONCORD GRAPE

First cultivated in Concord, MA nearly 170 years ago, the Concord grape is an original American superfruit, which continues to grow on family-owned vineyards across North America. It is a distinctive dark purple superfruit that's **delicious and naturally sweet**. Concord grapes are different from standard table grapes with their thick skin and crunchy seeds, which is where you'll find the plant nutrients (naturally powerful polyphenols) behind these grapes' superfruit goodness.

Made in the USA, Concord and Niagara grape ingredients from Welch's Global Ingredients Group **deliver against all the trends explored in this report**. Suitable for use in beverages, wine, smoothies, snacks, bakery products, confectionery, yogurts, baby foods, ice cream and desserts, Welch's grape ingredients include 100% fruit juices and purées, as well as FruitWorx real fruit pieces and fruit juice powder.



The recipes and formulations featured in this report have been created to bring 2018's key trends to life. If you'd like to try making them with Welch's Concord and Niagara grape ingredients, email us at welchsgig@welchs.com and we'll send you free product samples without delay. You can also find out more information at www.welchsgig.com.



References

¹ Cision PR Newswire. Mindful Choices: The Key Food Driver for 2018, Says Innova Market Insights. Nov 9, 2017. www.prnewswire.com/news-releases/mindful-choices-the-key-food-driver-for-2018-says-innova-market-insights-656335853.html. (Accessed March 21, 2018)

² Mintel. Global Food & Drink Trends 2018. London, UK & Chicago, IL. 2018. pp2-8; pp18-24. www.mintel.com/global-food-and-drink-trends (Accessed March 21, 2018)

³ Alison Angus. Top 10 Global Consumer Trends for 2018. Euromonitor International. London, UK. 2018. pp3-6; pp24-26. go.euromonitor.com/white-paper-economies-consumers-2018-global-consumer-trends-EN.html. (Accessed March 21, 2018)

⁴ Robin Wyers. "Mindful Choices" Tops 2018 Trends List. The World of Food Ingredients. December 2017. p12.

⁵ Welch's Global Ingredients Group. The Snacking Trends Report 2017. Concord, MA. 2017. p4. www.welchsgig.com/about-us/news-media/media-kit/white-papers/ (Accessed March 21, 2018)

