

Vitality



B&J's quarterly trend *imag* for the food industry

Welcome to B&J's Vitality. We hope that our little mag can provide inspiration and knowledge of what's hot in the world of FMCG.



Top 10 Trends for food, nutrition & health in 2010.

1. Digestive health – a mega-trend moves beyond the tipping point
2. An intrinsic health benefit that's also convenient
3. Feel the benefit – the most powerful marketing message
4. Energy – a world of untapped opportunities
5. Fruit and superfruit – the future of food and health
6. Antioxidants – big in America, dead in Europe?
7. Weight management
8. Healthy snacking
9. Packaging and premiumisation
10. Bones and movement

Snacking no longer child's play

Gone are the days when children were reprimanded for snacking between meals. Increased demand for snack foods was quickly answered by the food industry, who rushed to provide us with a huge variety of snack foods, to meet every different taste or snacking occasion. There are now at least five distinct snacking occasions surrounding the three main meals each day, that we can measure and model significant patterned snacking behaviour around:



Food Micro Trends

1. Protein power
2. Kids' nutrition
3. New life for heart-health and cholesterol-lowering
4. Probiotics
5. Immunity
6. Fresh start for omega-3
7. Beauty an ultra-niche opportunity



Great Marketing now just a twitter away

Red Mango in the US has been successful in promoting its brand via online social networking sites. The company claims that it is currently the fastest-growing yogurt name on the social networking scene, and surpassed more than 100,000 fans on Facebook in November 2009. This is a substantial number of "fans" to accumulate on Facebook, showing the company has garnered significant customer loyalty.

Through the Facebook site, Red Mango aims to provide information about the company's products and provide tips and articles on how consumers can "treat themselves well". Facebook fans can also share product ideas such as favorite frozen yogurt combinations and suggestions for new flavors.. The company introduced the new Tangomonium flavor through Facebook before it was launched in its stores and has also sent digital coupons via Facebook, showing how it is utilizing the site's marketing potential.

- Early morning
 - * Morning
 - * Afternoon
 - * After dinner
 - * Late night

Snacking foods now cover a broad range of market segments and many are interchangeable as meals. This fluid state of ambiguity is great for marketers as it extends the life of the product.

FLAVARAMA

Winter 2010



Let's go Coconutty

Coconut Water is one of the latest trends to hit the beverage market. Promoted for its natural energy properties, it is being launched across the Globe. In the UK, the popular naturally based sweetener stevia is also added to the Go Fast Energy drink with coconut Water.



Healthy Liqueurs?? We'll drink to that!

Various alcoholic drinks that contain healthy ingredients have hit the market. These include an acai flavoured vodka and an olive flavoured gin. This focus shows the industry's aims to piggyback onto the health foods market with its own interpretations, but it remains to be seen if consumers will take a liking to this development.

Flavoured vodkas launched in the US, include Blueberry, Cherry and Grape varieties. This fruit vodka line has been freeze distilled in Denmark using a six-column process, which appears to be a novel procedure for this type of vodka.

Another vodka product has recently been launched in the US by the same manufacturer brings together three high antioxidant fruits: acai, blueberry and pomegranate, to produce a healthier type of vodka. liquers

The Good Salt

The launch of the National Salt Reduction Initiative (NSRI) in New York has prompted manufacturers in North America to signal their intentions with regards to cutting sodium levels in their products. The scheme aims to cut the amount of sodium in consumer packaged goods and restaurant foods by a quarter over the next five years.

The initiative is an important one, because a sizable proportion of people consume too much salt. Datamonitor research from 2009 revealed that only 30% of US consumers considered 'low salt' claims to be highly influential in their choice of products, compared to 38% who said it had little influence. A recent study by Kirsten Bibbins-Domingo and colleagues cited in the New England Journal of Medicine, meanwhile, concluded that cutting back on sodium levels could have major implications for the rates of illnesses such as coronary heart disease (CHD), with the journal reporting that a 3g reduction in the daily intake of salt could "reduce the annual number of new cases of CHD by 60,000 to 120,000, stroke by 32,000 to 66,000, and myocardial infarction by 54,000 to 99,000" across the US. The authors also likened the effects of the reduction on cardiac events to a 50% cutback in tobacco use.

Heavenly Combos

A Belgian chocolatier manufacturer launching a Chocolate Paired Dragées range, presented as fruits and nuts paired with single origin chocolate, herbs and spices. The company asserts that the flavour combinations developed were not a matter of chance, but were based on a mapping of the flavour properties of each ingredient at a molecular level. The "exciting new creations" include white chocolate with dried cranberries, ginger and Ceylon green tea, milk chocolate with roasted almonds and black olive, milk chocolate with dried cherries and dried raspberry, and dark chocolate with candied lemon zest and rosemary. The chocolate, almond and olive blend is particularly unusual, so it may only be the more daring consumers who are prepared to take a chance on these flavour combinations.



What's hot.....

Marks & Spencer: UK

In the United Kingdom, Marks & Spencer plc has launched new Milk Chocolate Praline Butterflies under the private label Marks & Spencer brand. The chocolate is presented in a paper bag "impregnated with seeds which will grow into 'Candytuff' flowers; the seeded paper should be cut into six squares and spread around the garden". The product is available in a bag of 400g priced at 4.99 GBP.



Flowers Foods: USA

New from Flowers Foods Inc., Cobblestone Mill Sandwich Rolls are offered in the USA in Chipotle and Ciabatta varieties. The label for the 4-count, 22 oz. Ciabatta Rolls is tagged, "Artisan creations." The Chipotle Rolls "are made with a zesty blend of chipotle peppers and sun dried tomatoes. They're perfect for adding zip to burgers or with marinated grilled chicken breast sandwiches." The Cobblestone Mill line also features new Potato Rolls in Hot Dog and Hamburger formats sold in 8-count wrappers; and Mini Sandwich Rolls. All of the rolls are said to be low in fat and to have 0g of trans fat, while the Ciabatta Rolls are also flagged, "No cholesterol."



Gundrun: Belgium

Gudrun Commercial n.v have launched a new product under the brand name Fundu for consumers in Belgium. The so-called Barbecue Dip is a chocolate Fondue sold in a foil tray and is designed to be heated on the barbecue. The dark chocolate flavoured fondue is available in 350g, 225g and 125g sizes.

New York Style Bagel Chip Co: USA

Introduced in the USA by New York Style Bagel Chip Co., Risotto Chips are touted as "the first rice snack inspired by risotto, a unique, slow-cooked Italian rice dish." They are "made with whole-grain brown rice, Arborio rice flour, whole-grain corn flour and sesame seeds and are lightly seasoned with natural herbs and spices." Sold in 5 oz. bags, the "light, crunchy" chips "are all-natural and gluten-free. Flavours include Spicy Marinara, Parmesan & Roasted Garlic and Sea Salt flavours and are sold in 5 oz. bags. Literature states, "Risotto Chips offer snackers a thin, crispy, dippable chip that is a healthier-for-you snacking option. Each serving offers 11 grams of whole grains - providing 13 percent of the recommended daily allowance - and is bursting with flavour."



Old Home Foods: USA

Old Home Safflower Power Yogurt has been introduced in the USA by Old Home Foods, Inc. Presented in 6 oz. plastic cups, the refrigerated varieties - Strawberry, Banana-Mango, Black Cherry, Blueberry, Pomegranate-Blueberry, Marionberry, Peach and Red Raspberry - are said to be naturally sweetened, gluten free and high-fructose corn syrup-free (no HFCS), as well as to be low in calories. Literature states, "Each serving contains 1.5g CLA, clinically shown to increase muscle tone and reduce body fat." The Yogurt also contains "active yogurt cultures with lactobacillus acidophilus, bifidobacterium lactis, lactobacillus casei and probiotics."



Rozendal Farm: South Africa

Produced in South Africa by Rozendal Farm, new Rozendal Speciality Raw Vinegar is offered in the USA and Canada in Mixed (macerated with green tea, chilli, carob, lavender, sweet pepper, and kelp), Lavender (infused with organic lavender), and Fynbos (macerated with herbs; buchu, honeybush tea, wild rosemary, wild olive and rose geranium) varieties. They are said to be 10 to 18 years matured and to be a blend of Rozendal wine and Auberge Rozendal. Sold in glass bottles with tamper evident seals, resembling wine bottles, company literature states, "Red wine vinegar infused with herbs. Fermented and matured in oak barrels. These unique vinegars are macerated with a selection of high quality herbs chosen for both their medicinal and culinary properties. Besides its wonderful health aspects, the vinegar can be enjoyed over salads, pickles, marinades, reductions; the uses are abundant."



Sources:
Datamonitor

Quarterly Quote: "The Bagel, an unsweetened donut with rigor mortis." - Beatrice and Ira Freeman