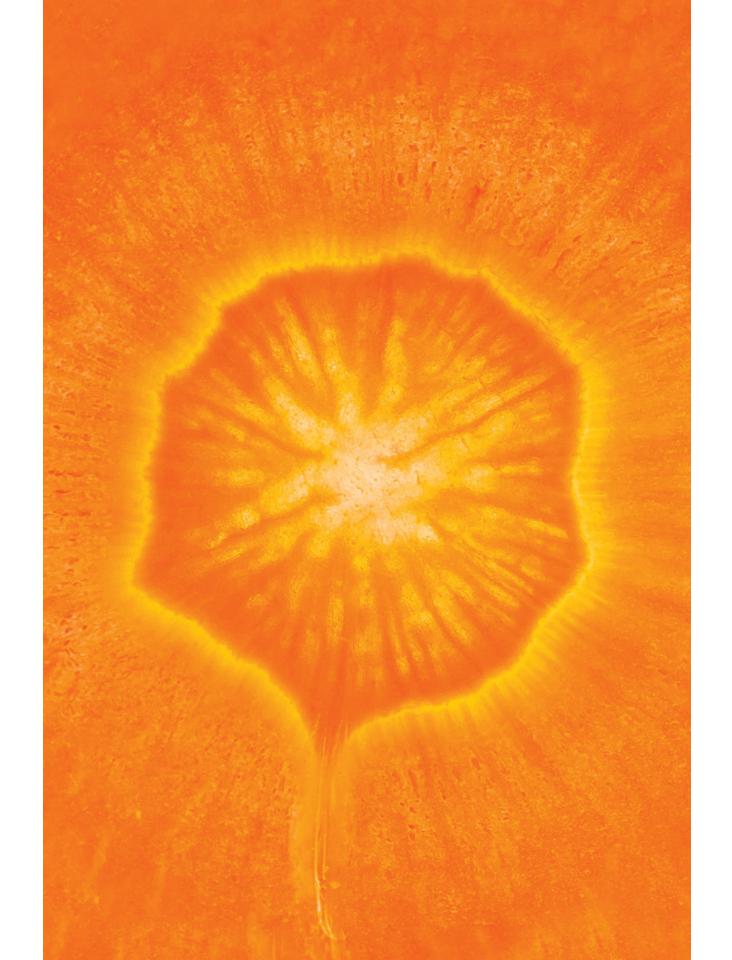


FOOD TRENDS REPORT 2018



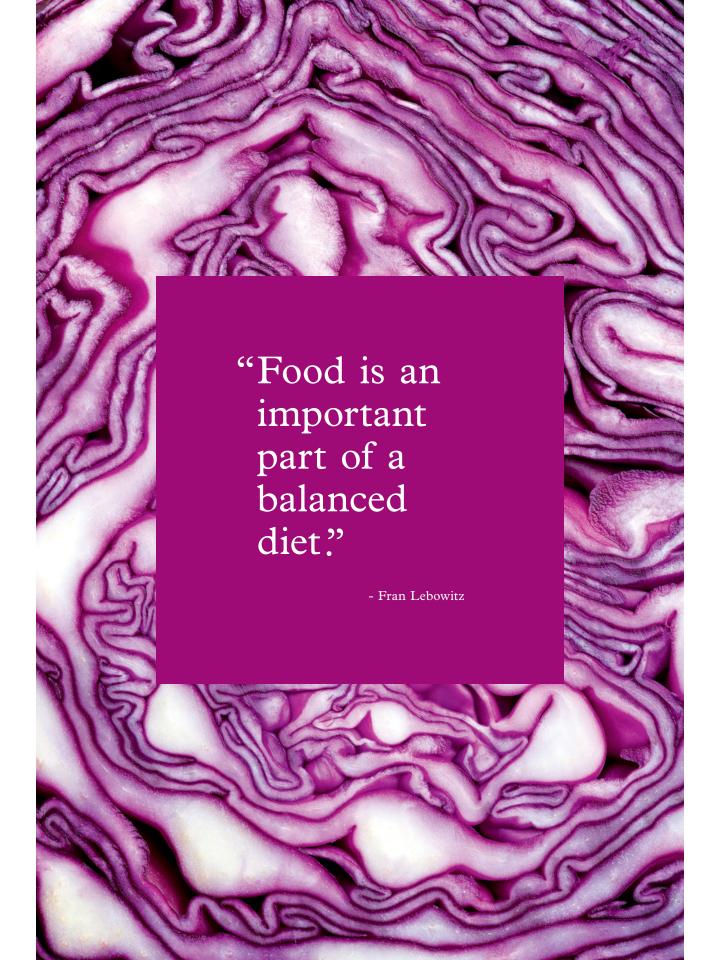
HELLO FOODIE FRIEND!

WE ARE ULTRA CREATIVE, an independently-owned creative studio in Minneapolis, Minnesota, and home to 35 big-hearted creative partners we affectionately call the Ultralites.

We have 30+ years of experience working with both big and small brands, in multiple channels, bringing strategic thinking and creativity to create brand stories for a new level of consumer engagement.

With a specialty in food and beverage, we closely watch and listen to what's happening in the food world. Here's our quick takeaway of what we're seeing this year.





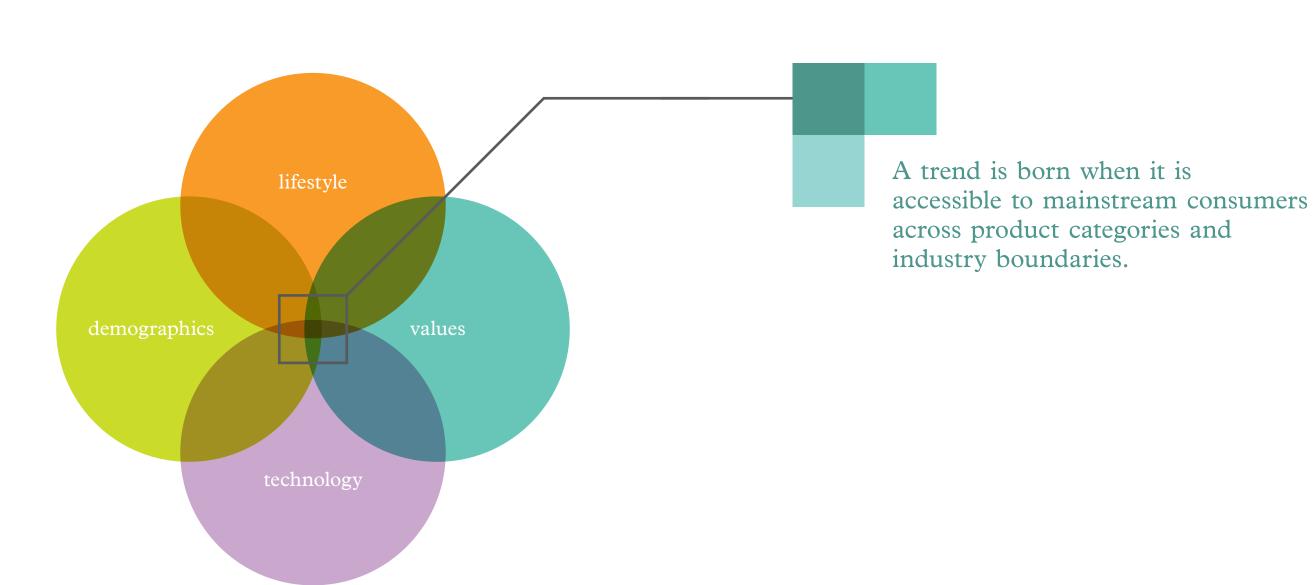
ULTRA FOOD TRENDS REPORT

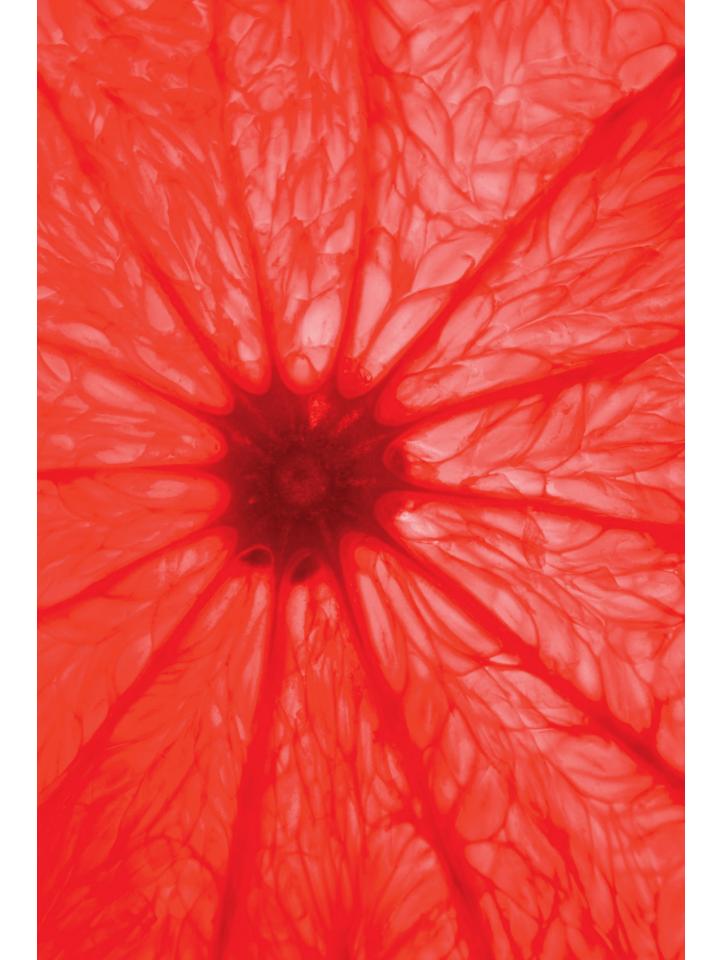
ULTRA HAS A PASSION for bringing brand stories to life, especially when it involves food. This is our 6th annual food trends report. This year, we're serving up quick bites from multiple trends that are quickly gaining traction.

We draw our information from multiple sources: we attend all of the big food shows like the Fancy Food Show and Natural Products Expos; we read and follow Mintel, NPD, J. Walter Thompson & the Innovation Group, and Cassandra Daily.

We consume various food media like blogs, websites, podcasts, magazines and social media influencers.

THE MAKING OF A TREND





WHAT'S TRENDING NOW

MAINSTREAM TRENDS

Any trend that has lasted more than two years is an established trend, and one we don't cover here. See coconut, turmeric, dairy alternatives, kombucha, bold flavor, transparency, and paleo. You'll find those trends alive and well, in just about as many kinds of formats as can be had.

HOT TRENDS

These are the trends we've highlighted as either new-to-the-scene or have burst forth with such gusto it's hard to ignore. They are:

MUSHROOMS

BEAUTY FOOD

PROBIOTICS

PURPLE FOOD

PLANT-BASED

JACKFRUIT

CAULIFLOWER

ALTERNATIVE JERKY

♥ S'MORES

BOTANICALS

UP-AND-COMING TRENDS

Some trends caught our attention, but they have yet to prove themselves in the packaged food world. We're talking cannabis, no-curd cottage cheese, fertility food, aloe yogurt, dehydrated animal treats, ketogenic, ginseng, hemp, immunity, and cellular food. We'll see what sticks – check back with us to see which ones make next year's food trend report.



THE **TRENDS**

2: PROBIOTICS

3: PLANT-BASED

4: CAULIFLOWER

6: COLLAGEN

7: PURPLE FOOD

8: JACKFRUIT

9: ALTERNATIVE **JERKY**

10: BOTANICALS

1: MUSH ROOMS

The humble MUSHROOM has recently amassed considerable clout outside of its status as second most popular pizza topping (after pepperoni, of course). For years it has been praised for what it doesn't contribute to the diet – no cholesterol and gluten, low in fat and sugars – but the conversation is being reframed around mushroom benefits.

Medicinal mushrooms like lion's mane, chaga, reishi and cordyceps are being popularized today in the US for its health-promoting and anti-inflammatory properties. Expected to be one of the biggest health food trends of 2018-2019, Grand View Research predicts the mushroom market is expected to exceed \$50 billion in the next six years.



Four Sigmatic variety of foods

Pan's Mushroom Jerky

Kettle & Fire

mushroom bone broth

Host Defense

chocolates

OM

mushroom powder

Vegan Rob's

mushroom kettle chips

Shrooms

bars, jerky, clusters

plant of immortality. the as mushrooms Ancient Egyptians referred to



Pro Bar
live bar

Remedy of probiotic b

Vegan Ro

Remedy Organics

probiotic beverages Vegan Rob's

probiotic puffs

Truth Bar prebiotic and probiotic health bars

Lifeway Plantiful probiotic pea drink

Purely Elizabeth probiotic granola

Yumbutter probiotic almond butter

PROBIOTICS are having a moment, though one that is still trying to find its footing. Traditionally consumed as a pill, probiotics is moving across aisles from supplements to food. It is the best case study to illustrate the consumer sentiment of the 'functional food' trend - wanting to eat vitamins and supplements via food versus taking a pill. But there is a host

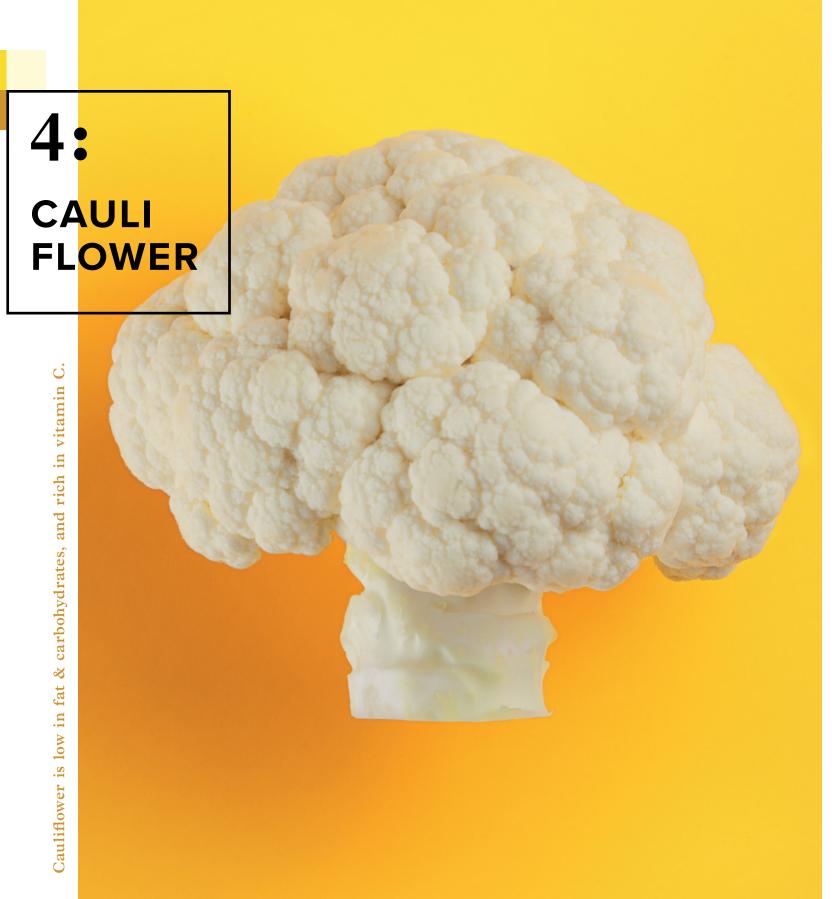
of confusion that comes with probiotics: What does it do to the microbiome? Do we need prebiotics with our probiotics? What is the difference between shelf-stable and refrigerated? And why, at Expo West, is there a surface counter cleaner made of probiotics? Case in point: Counter Culture's Probiotic Cleaning Tonic.



Desire for **PLANT-BASED**

foods is going mainstream, answering Michael Pollan's rally cry in 2010 to "Eat food. Not too much. Mostly plants." Mintel reports that today more than a third of Americans practice meatfree days and consumers 40 and younger upped their vegetable intake by more than half. While consumers are less likely to label themselves vegetarian or vegan,

they are looking for more ways to incorporate vegetables and fruits into their diet and/or have concerns over animal welfare and the environmental impact of producing meat. From straight up meat alternatives like Beyond Meat, dairy alternatives like Aloe Yogurt or nut-based milks and wheat alternatives like Cybeles pastas, plant-based options are growing in every aisle.



Caulipower
pizza & baking mixes
Cali'flour Foods
pizza crusts
From the Ground Up

cauliflower crackers

Green Giant
cauliflower tots

Haven Row cooking sauces

Fresh Bellies cauliflower dreamin'

CAULIFLOWER was the hot food at the food shows this spring. As a replacement for flour, rice and other simple carbs, it speaks to the more health-conscious consumer looking for gluten-free, low-carb, and plant-based foods. With a mild flavor and appearance, it morphs into whatever you need it for, while adding value nutritionally.

Boasting just 25 calories, five grams of carbs and three grams of fiber in a 100-gram serving, it appeals to those following a variety of diets. According to Nielsen data, cauliflower can be found in 36 different categories across the grocery store, and sales of cauliflower substitutes doubled over the past year to \$17 million.



Cracker Barrel
s'mores latte
Pizza Hut
s'mores pizza
Smashmallow

s'mores kit

s'mores truck
The Original Nineteen 27

Chuao

oh my s'mores chocolate

NuBreed Myoblast campfire s'mores powder

S'MORES are everywhere. It may not be new news, but we would be remiss to not have this hot flavor in our food trend report. Maybe it's the rise of glamping and renewed love of camping, or the engagement-rings-in-s'mores trend that is having a moment on Pinterest, but it appears consumers can't get enough of that chocolate, marshmallow, and graham cracker flavor.

It's the leading flavor in donuts this year at 29% (Mango was at 18%) and Pizza Hut is bringing back it's Hershey's Toasted S'mores Cookie for the third year in a row. It's a latte creation at Cracker Barrel and a common flavor in protein powders. It appears we want s'more s'mores.

COLL AGEN

COLLAGEN—also called "Beauty food,"—is the protein that gives skin strength and elasticity. It was the hottest supplement in 2017 with 30 percent growth, and, like the probiotics trend, is steadily crossing aisles into food and beverage. It's an interesting

intersection of the functional food and ingestible beauty trends. Highly targeted towards women today as a supplement, it will be interesting to see how food brands market it.



Eviva collager collagen elixir

Reserveage

collagen replenish chews

Fusion Naturals

vegan collagen booster

Primal Kitchen

collagen bar Neocell

collagen cookie bar

Kalumi

beauty food collagen bar

Vital Proteins

collagen beauty water

Spirulina. Collagen gets its blue-green color from the microalgae, PURPLE FOOD



Tio purple purple sweet potato eggroll

Kabaki

kenyan purple tea

Kabaki
o kenyan pur
Purpose

purple tea

Häagen-Dazs (Japan)

purple sweet potato ice cream

Norm's Farms

elderberry jams

Dunkin' Donuts

ube donuts

PURPLE FOOD is trending,

and with Ultra Violet as the Pantone color of the year, it should come as no surprise. And what dovetails so nicely is that the fragrance and flavor company, Firmenich, declared fig as their flavor of the year. In the age of Instagram, food appearance has become part of the eating experience, which purple plays right into.

Pantone named Ultra Violet their 2018 color of the year. Purple is hot!



JACKFRUIT is a fruit native to southeast Asia, Brazil and Africa. It has skyrocketed in popularity here in the US, taking on a new role in the meatless era. Technically a fruit, it has the texture of chicken or pork and neutral taste which means when flavored with sauces,

it can near-replicate meatcentric dishes like pulled BBQ pork sandwiches. High in fiber and potassium while low in sodium and calories, it echoes the larger plant-based trend with a health halo and specific benefit of mimicking meat. Upton's Naturals
jackfruit

Maven Harvest

o jackfruit

Nature's Charm

Nature's Charm young green jackfruit

The Jackfruit Company tex-mex jackfruit

Trader Joe's green jackfruit in brine

as 120 pounds. Jackfruit grows in trees but can weigh as much



Pearson Ranch
elk & bison jerky

NBTF Fruit Jerl
salted watermelon,
jalapeño & chia NBTF Fruit Jerky salted watermelon,

Pan's

mushroom jerky

Cocoburg coconut jerky

Louisville vegan jerky

Grun cactus jerky

JERKY'S popularity jumped through the roof over the last five years with a number of new brands, flavors, and textures growing the category. As a mainstream trend of beef, chicken, and turkey jerky, there isn't much new to report here. But what has us paying

attention is how it is expanding the category with unexpected animal meat - elk, venison, wild boar and buffalo - and betterfor-you ingredients like coconuts, mushrooms and fruit. The broadening definition of what constitutes jerky is evolving in an interesting way.



The **BOTANICAL** trend is springing up in food and beverage, adding both health and flavor to a broad range of products. Its ability to go sweet or savory gives it lasting power as a trend, and its clean ingredient profile plays to the health and wellness crowd.

Certain botanicals, like ginseng, have the ability to morph into the superfood category, which we'll be keeping an eye on in the next year. Currently ginger, lavender, cardamom, rose, elderflower and matcha are having a moment in the spotlight.

XO Marshmallow
rose gold rosé

Good Pop hibiscus mint frozen pop

Belvoir Fruit Farms elderflower lemonade

Jacon Farm Organic edible flowers

365 Everyday Value lavender lemon granola

Mingle

blackberry hibiscus bellini

in the average garden. can be found violets 8 Many edible flowers like pansies



THANKS!

That's a taste of what's trending now. We hope you enjoyed it as much as we did putting it together. If you want to talk about food or go out and eat some, give us a call – we'd love to continue the conversation!



LET'S STAY IN TOUCH

- Ultra Creative
 43 Main Street SE
 Suite 430
 Minneapolis, MN 55414
- **6**12) 378-0748
- info@ultracreative.com
- ultracreative.com
- We are always talking about food and sharing it online. Follow us on Twitter or Instagram to see what's caught our attention, or check out our blog for more insight on food, design, and creativity.

 ultracreative.com/the-ubservatory-blog



