

The background is a vibrant red color. It features several stylized, hand-drawn illustrations in yellow and green. In the top left, there are two heads of broccoli. To the right, there are several curved, bean-like shapes. In the bottom right, there is a large, detailed illustration of an avocado, showing its green skin and yellow pit. In the bottom left, there are some leafy green shapes. The overall style is artistic and modern.

2019

FOOD TRENDS

ULTRA CREATIVE



Hello Friend!

We are ULTRA, an independently-owned creative agency in Minneapolis, Minnesota, and home to 33 big-hearted creative partners we affectionately call the Ultralites.

We have 30+ years of experience working with both big and small brands and 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. This is our seventh annual food trends report, bringing you the big takeaways from the food conferences like Expos East and West and the Fancy Food Shows; foodie podcasts, influencers and magazines; and the latest reports from Mintel, JWT's Innovation Group and Cassandra Daily.

Here's what we heard about, saw and tasted this year.

Cheers!

ultra

What's trending

Our 2018 Food Report covered mushrooms, probiotics, plant-based foods, cauliflower, s'mores, beauty food, purple food, jackfruit, alternative jerky and botanicals. Plant-based foods, CBD and low-to-no sugar or sugar alternatives certainly emerged this past year as the bigger trends, and cauliflower takes on coconut as the most popular ingredient.

Here are the stars of this year's food world:

Animal Alternatives

Plant-based Products

Water Wellness

CBD & Hemp

Natural Sweeteners

Kidult Products

Modern Frozen Foods

Keto & Healthy Fats

Sustainability

Collagen

What did we see that didn't make the food trends report this year? Melatonin-based products, better-for-you alcoholic beverages, sesame and tahini, and cellular health products. We'll be expecting to see more of these in 2020.

animal alternatives



- FOUND HERE -

NATURLI • LIGHTLIFE • NO EVIL
BEYOND MEAT • CAVI-ART VEGAN CAVIAR
SOPHIE'S KITCHEN PLANT-BASED SEAFOOD

WHERE'S THE BEEF

Going meatless is no longer just for vegans and vegetarians. Investment firm UBS projects growth of plant-based protein and meat alternatives to increase from \$4.6 billion in 2018 to \$85 billion in 2030. And that estimate is on the conservative side. Whether it's for the health benefits of eating plants, concerns over preserving natural resources or to create a sustainable path towards food security, brands are innovating to create products that provide tasty alternatives to traditional meat products.



water wellness

- FOUND HERE -

SZENT ESSENTIAL OIL WATER • OVINE GRAPE
SKIN INFUSED WATER • H2ROSE ROSE WATER AND
SAFFRON INFUSED WATER • WANU WATER WITH
NUTRIENTS • H FACTOR HYDROGEN INFUSED WATER
FLOW SPRING WATER

STILL WATERS...

Water brands are upping their game to capture a growing share of the market as consumers move away from soda and other sugary beverages. According to The International Bottled Water Association (IBWA), more than seven in 10 Americans say bottled water, still and/or sparkling, is among their most preferred non-alcohol beverage. While sparkling waters and beverages like Recess (with CBD) and Pep Talk (with caffeine) are incredibly popular, flat water innovation is especially intriguing.

natural sweeteners



SUGAR'S BEAT

Food and beverage are being reinvented with a lens to reduce sugar, and we can't blame it entirely on the Paleo diet. What was a fad of skipping the high sugar stuff has become a major trend. Add to that the push for natural ingredients, and you can see why natural sweeteners like monk fruit extract and dates are popping up on ingredient lists and brands unto themselves.

- FOUND HERE -

LIVE SODA WITH PROBIOTICS AND SWEETENED WITH MONK FRUIT EXTRACT • JOOLIES DATE SYRUP
PRIMAL KITCHEN BBQ • JUST DATE / JUST POM SYRUP • SMART SWEETS

plant



based

GROW ON

Plants are not only taking on meat products, but wheat and dairy as well. According to data commissioned by the Good Food Institute and Plant Based Foods Association, alternative milks now make up 13 percent of the fluid milk market; and plant-based ice cream and frozen novelty grew 27 percent. Jerky, ice cream, pizza crusts and pastas are reinterpreted with plants as the base, playing off their flavor and texture to make a compelling comparison against traditional rivals.

- FOUND HERE -

BROCCOLI CRUST • YOFIT CHICKPEA BEVERAGE • WILD JOY BANANA JERKY • 88 ACRES WATERMELON SEED BUTTER
PEEKABOO ICE CREAM • SAUCES 'N LOVE CAULI GNOCCHI

kidult



TASTEMAKER TOTS

Food and beverage for kids are being reformulated through the lens of health. Cookids' cookies have an oatmeal and honey base and Brainiac yogurt promotes brain development. While those types of products are unsurprising, what stood out to us was the intensely adult flavors and textures being marketed to kids. Serenity Kids baby foods touts salmon with squash and beets, and uncured bacon. Sassi Lassi is a traditional Indian yogurt that differentiates itself from the typical kid yogurt offerings.

- FOUND HERE -

SERENITY KIDS POUCHES • RETHINK WATER FOR KIDS • POLAR SELTZER SPARKLING WATER
FRESH BELLIES FREEZE DRIED PEPPERS AND BEETS • SUN TROPICS MOCHI BITES • SASSY LASSI YOGURT



cbd + hemp

GOOD VIBES ONLY

CBD, hemp, and a better understanding of the endocannabinoid system has the potential to unlock innovation around a major stress point for consumers: Stress itself. Reducing anxiety and stress in a natural way without going to prescription pills is a perceived win to consumers, who could grow the market to \$2.5 billion by 2023, according to the Brightfield Group's recent report. The market has quickly grown from a pill and tincture format to dog products, water and coffee creamer, among many others.

- FOUND HERE -

PLNT BLEND HEMP HYDRATION • CHARLOTTE'S WEB PAWS CBD FOR DOGS • WELLER CBD SPARKLING WATER
SNAAC CBD BAR • A BORING LIFE • GTS DREAM CATCHER • ELMHURST HEMP CREAMER

modern frozen food



HEALTH FREEZES OVER

Frozen foods have had a bad reputation for being overly processed and full of artificial ingredients but startups are re-imagining what this category could look like. Using the lens of the health-conscious but time-strapped consumer, these brands are delivering on health and taste without compromising convenience.

- FOUND HERE -

STRONG ROOTS • RAISED REAL • SWEET EARTH
SAVORLY PARTY BITES • ALPHA FOODS • DAILY HARVEST

keto & healthy fats

- FOUND HERE -

BULLETPROOF FAT WATER • KIITO MCT BEVERAGES • REBEL & KETO ICE CREAM
LIVING INTENTIONS MCT POPCORN • KISS MY KETO CREAMER • GOOD TO GO KETO SNACK BAR

PERFORMANCE FOOD

The popularity of the Keto diet has made monosaturated and saturated fats a beneficial health benefit. Gone are the low-fat claims and in its place, full fat yogurt and milk. Expect to see more products using full fat ingredients like ghee, coconut oil, MCT oil, avocado oil and butter.





sustainability

EARTH AID KIT

Repurposing food scraps, compostable wrappers, certifications and regenerative farming practices are ways brands are approaching sustainability. It's both an answer to and a way to be conversant with growing cultural awareness of how every day products impact our planet and communities.

- FOUND HERE -

ANNIE'S REGENERATIVE MAC & CHEESE • SCRAPS PIZZA • MISFIT JUICERY
CERTIFIED ZERO WASTE • LIVBAR COMPOSTABLE WRAPPER • 1% FOR THE PLANET MEMBERSHIP



collagen

INSIDE OUT

Collagen quietly grew as a key new ingredient in 2019, popping up in a variety of products like ice cream, wellness beverages and smoothie additives. Known mostly as a topical beauty product and supplement, collagen has been served up as a way to proactively manage beauty with an inside-out approach. Its innovation in food and beverage brings ingestible beauty to the forefront.

- FOUND HERE -

GARDEN OF FLAVOR • RENEVA • BLENDER BOMBS • VITAL PROTEINS COLLAGEN WATER
BULLETPROOF SNACK BAR • DERINICE ICE CREAM



thank you!

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