



# TREND REPORT 2025

**NOURISH**  
food marketing





Shot in studio at Nourish Food Marketing, Toronto, Canada



# 2025: THE YEAR OF WANTING MORE.



## **FOREWORD BY NOURISH PRESIDENT JO-ANN McARTHUR**

If you've gotten the impression that "consumer demand" has become a lot more demanding, you're not wrong. The bottom line is consumers want and expect more from their food and beverages than ever before. That should come as no surprise; we've never had more access to information, had more choices presented, or experienced such upheaval in our lives in living memory. Is it a cause for panic? Absolutely not. But it is time to rethink what you thought you knew about the future.

Welcome to our ninth annual Nourish Trend Report. In developing this publication, we look for patterns across categories and connect the dots. We comb for early cultural signals in fashion, pop culture, music, and book charts that may seep into Food & Beverage. We consult research and data to quantify our observations. Then, armed with knowledge and leaning on insight and intuition gained from years of working within the Food & Beverage industry, we predict where things are going.

You'll notice that we reference TikTok a lot in this report. Love it or hate it—or simply find it baffling—trends often start there rather than in the traditional places like fine dining. Why? Mainly because influencers always need new content. That's why we're seeing incredible innovation happening at home. For example, safe, venerable cottage cheese has gotten new life as protein-packed ice cream, a flatbread, or queso dip. And with social media being essentially borderless, trends are no longer regional, opening up a world of inspiration and encouraging us to cook together regardless of geography.

Despite all that, innovation has declined the most in Food & Beverage versus other industries in the past nearly two decades, with the rate of new product introductions down almost 50% globally since 2007.<sup>1</sup> Despite the downward trend, there are lots of blue ocean opportunities revealed in this Trend Report, as well as past years' editions. With less innovation within CPG, will the balance of power shift to grocers and their private labels (PL)? Supermarkets own the shopper data and relationship, and PL is taking more shelf space, so you'd better ask yourself how you can offer something that store brands don't already have.



## AS EVER, THE ONLY CONSTANT IS CHANGE

It can be hard to take down those mental barriers we've developed and imagine how things will be different tomorrow from how they are today. Believe it or not, the rate of change will accelerate; can you even remember what you did without AI? Climate change (not to mention geopolitical upheaval) will rapidly and radically alter trade routes, which markets products are sold into and where things are grown. Some predict that, at this rate, Arctic shipping routes could be open by 2035. Long story short: your current export markets and supply chains may not be your future ones.

On a consumer level, what about evolving dayparts? Consider how you are meeting the moment of dinner, all-day snack occasions, and lunch with its 5-minute prep window. We've become a JIT consumption culture due to high food costs bringing about the end of pantry loading, but also because there are more options. The "what am I craving" question can now be answered in many ways: retail deli, order in/take out/dine out, elevated snacks, and C-stores. Essentially, we have food on demand! If you're a Trekker, saying "Tea, Earl Grey, hot" may not seem as far-fetched as it once did. (By the way, have you ever given that order to your Google device?)



## SPEAKING OF TECHNOLOGY...

Our first trend last year was AI, of course; AI could have been the Person of the Year. We don't have a separate AI trend for 2025, as it's simply embedded in everything we do now. As I've said before, AI won't replace you. But somebody who knows how to use AI effectively might. What's the role of AI in innovation? For starters, it's excellent at sifting through a lot of data. While data provides invaluable insights based on what has happened, if it's not tempered with market understanding and consumer behaviour nuances, you can miss where things are going, as well as true innovation. If everyone uses a similar dataset, they will generate similar ideas, so any competitive advantage will be short-lived. Nike's recent [\\$25 billion mishap](#) serves as a poignant reminder of the limits of a purely data-driven strategy, highlighting the critical need for balancing data insights with nuanced human judgment in decision-making processes. What AI is good at is speeding up concept ideation and testing and making processes more efficient.

## LOOKING BACK TO LOOK FORWARD

So you can get a sense of how we've gotten where we are, we've added an evolutionary timeline to each trend, referencing our past Trend Reports. It is fascinating and telling how those trends continue to play out and morph over time. This is how you know they are genuinely trends and not flash-in-the-pan fads.

As always, we've left some points to ponder and questions you need to ask yourself. What would it take to use these trends to propel your business forward profitably? And what might you risk missing out on by letting others get ahead of you? New this year is an AI-realized idea for how to capitalize on each trend. We provided AI with what we can envision working, and AI gave us a glimpse at how it might look. At Nourish, rather than fearing that AI may replace us, **we've embraced it as the efficient tool it is and tasked ourselves with becoming expert prompt designers.**

When doing your annual business planning with its standard SWOT analysis, layer on trends and do some future scenario planning. We will all need a plan B—and C! Review these trends and consider your exposure. How can you apply them to different generations, genders, and family members, including pets? (If you need help in this area, we can create category-specific trend reports for our clients.)

Specializing in the Food & Beverage industry allows us to focus our expertise where it counts for you. We work globally with everyone, from multinational giants to homegrown commodities. We apply our deep understanding to create brands, invigorate established names, and help every type of food business thrive in an ever-evolving marketplace. It's our passion to be part of this industry. And it's our pride to see our clients succeed.

Deep industry knowledge, full-service capabilities, and a marketing team that treats you like a partner and friend. If you demand more from your marketing agency (and you should!), you'll find it with us. Let's chat and see how we can boost your business together.

Cheers, Jo-Ann



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<sup>1</sup> Mintel, Global New Product Database, 2024



# OUR TRENDS FOR 2025

## AND BEYOND!

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No-Recipe Recipes by Sam Sifton. Image Source: *FriendsNYC.com*

# A RETURN TO INTUITIVE COOKING

Cooking with a recipe is a relatively modern practice. It was only in the 18th century, when more middle-class households had access to stoves, utensils, and a wider variety of ingredients, that cookbooks became accessible to home cooks. That was also when recipe writing took on a more systematic approach, focusing on measurements and methods. *The Art of Cookery Made Plain and Easy* by Hannah Glasse (1747) was a landmark in English home cooking.

The mid-20th century saw a boom in cookbooks for everyday households, like *The Joy of Cooking* (1936) and Betty Crocker's iconic guides, which standardized many North American kitchens.



## TREND EVOLUTION TIMELINE





## FREE-FORM COOKING GOES VIRAL

Fast-forward to the early 21st century: the rise of video-forward social media platforms has encouraged cooks to experiment without strict recipes, sharing techniques, ingredient swaps, and improvisations.

Most notably, there is a cultural shift on TikTok toward less rigid, more intuitive cooking. And while some videos are more about creating a buzz than a good meal, younger generations are learning how to cook thanks to TikTok's approachable recipes, putting the fun back into food, and building kitchen confidence. This visual platform is based on improvisation and is light on details, which encourages intuitive cooking—the classic “a bit of this, a bit of that” approach. As a result, people are building fundamental skills rather than learning to become recipe followers.

Excitingly, you can travel to kitchens all over the world. You can build upon past recipes posted with TikTok's Duet and Stitch function, encouraging participation and cultural riffing. In addition to hyper-technical and over-the-top dishes, TikTok celebrates average cooks and pedestrian meals. In short, there's content for cooks of all levels and all interests.

Even mainstream cooks are leveraging this trend. Sam Sifton, founding editor of New York Times Cooking, has a new book entitled [No-Recipe Recipes](#), made up of “100 no-recipe recipes—each gloriously photographed—to make with the ingredients you have on hand or could pick up on a quick trip to the store.” Sifton invites readers to “Join me in cooking this new, improvisational way, without recipes.” He starts you off with a list of ingredients but provides no measurements. Instead, he offers tips and modifications so you can learn to ad-lib like a great jazz musician, testing and tasting until the dish is just what you want. His approach makes improvisational cooking fun, easy, and rewarding. Isn't that the true joy of cooking?



**“SOMETIMES YOU  
NEED TO EAT AN  
ENTIRE CUCUMBER”**

**— @LOGANM**

### TRENDING IRL 🙄

TikTokker Logan (@logagm) exemplifies this freestyle approach to cooking in his videos. His “[cucumber salads](#)” took the world by storm in 2024, garnering millions of views with inventive flavour-to-taste creations (one example combined soy sauce, sesame oil, fish sauce, rice wine vinegar, grated garlic, Korean chili flakes, sugar, and MSG, all added without the aid of measuring cups or spoons) that are incredibly simple to make.



## MAKING IT WORK FOR YOU

1. Use QR codes on-pack to link to content showcasing multiple ways to use your product creatively without formal recipes.
2. Encourage consumers to share their creations on social media using brand hashtags, fostering a community around intuitive cooking with your products.
3. Partner with influencers who focus on flexible, everyday cooking.
4. Create short, informal video content that emphasizes improvisation in the kitchen, such as “how to cook without a recipe” or “quick swaps” featuring your products.
5. Cross-promote items that can be used together in multiple ways, encouraging consumers to create a variety of meals from a limited set of ingredients.
6. Lean into “speed scratch,” where consumers combine prepared foods with those made from scratch, for example shredding a rotisserie chicken to add to pasta to save time and labour, allowing their culinary skill to be deployed where it is most effective.
7. Capitalize on seasonal ingredients by featuring them in loose, idea-based campaigns, like “5 ways to use fall squash” or “summer salad inspiration,” where no recipe is needed—just a starting point to work from.
8. Leverage AI to suggest easy assembly ideas based on what consumers have on hand. (But always with human oversight!)

## NOURISH x AI

### COLLABORATIVE COOKING PLATFORM/APP

Imagine an app tailored for manufacturers or retailers with a range of products, designed to inspire intuitive, experimental cooking. Users can easily explore recipes through categories like meal occasions, dietary preferences, and portion sizes. The app generates dynamic, non-measured, shoppable ingredient lists to encourage flexibility and creativity in the kitchen. It also offers a social community, connecting users with others for real-time inspiration, recipe sharing, and support, creating an interactive hub where cooking becomes a collaborative experience.

#### PROMPT:

A concept for an iOS app created by a major food company. The app encourages creative cooking without recipes but using suggested ingredients including packaged goods. Icons are present for filtering by cuisine, meal occasion, and serving size. The UX is streamlined and intuitive, friendly, and welcoming, with a repeated colour scheme in the company's imagined brand colours. The mockup of the app is surrounded by elements like purchase icons and ingredients.







# SUPPORTING THE GLP-1 JOURNEY & LIFE AFTER OZEMPIC

As we've written previously, the creation of the GLP-1 class of drugs, including Ozempic, Wegovy, Mounjaro, and others, catalyzed a mind shift in how society thinks about obesity. It's now seen by many as a chronic medical condition—with the right medications, it can be “cured.” These drugs trick the mind into thinking it's full while slowing the emptying of the stomach. The price of Ozempic-type drugs will continue to decrease as more companies supply them, increasing access for the masses. It is estimated that about 12% of adults have used GLP-1 drugs.<sup>1</sup>

In a related societal shift, it appears the US obesity trend has finally reversed, falling from 43% to 40% in the past two years.

As GLP-1 drugs gain mass-market popularity in the Western world for weight management, we're learning more about

## TREND EVOLUTION TIMELINE

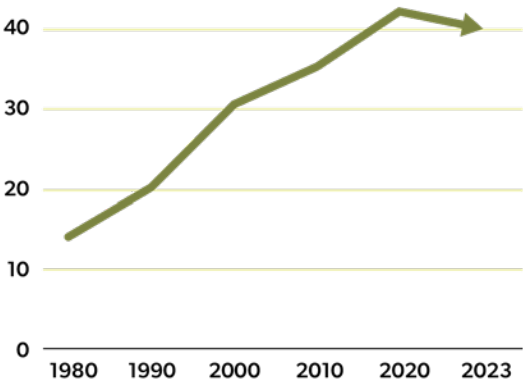


the challenges that come with using them. For example, many users experience GI discomfort. In response, support communities are developing online, garnering millions of views and engagements. (Check out #MyOzempicJourney #GLP1community posts on TikTok for a sample.) These consumers are proud of sharing their journey and being in control of their lives.

**GETTING MORE NUTRITIONAL BANG FOR THE BUCK**

GLP-1 drug users, out of necessity, focus on nutritional density, looking for food with additional functions, especially as they try to preserve lean muscle mass while losing weight. They talk about how they eliminate the “food noise” in their heads, feel full more quickly, and have fewer cravings. Still, while they may not be as hungry or think about food and drink as much, GLP-1 users need to eat and get their essential nutrients. Important to note for brands is that 83% of users report “they are more open to trying new foods,” and 83% are “very interested in products specifically marketed as supportive of their needs on these drugs.”<sup>2</sup>

**OBESITY IN AMERICA**



Source: The Independent



*TikTok user @SmallerSam\_PCOS shares her “What I Eat In A Day While on Ozempic” videos with her 1.5 million followers. One of her favourite ways to consume enough protein is to add protein powder to her morning coffee.*



## WHAT'S THE FUTURE FOR OZEMPIC USERS?

It's a new, uncharted world for many as they near the end or move beyond GLP-1 drug use for the first time. Some discover their benefit coverage for these medications disappears once they achieve a healthy weight, and they'll need help to keep from undoing their accomplishment. Others are reducing the prescription as they try to taper down the medication and shift to more mindful eating and living to keep the weight off. As they cross this frontier, now is the time to ask how you can best support this growing demographic in their mission to lose weight and, vitally, maintain that accomplishment. Additionally, think about what you will do to earn your share of a smaller plate.

Here's some food for thought: did you know there is a plant-based food and GLP-1 connection? While Ozempic and co. can do the job, for people who don't want to take drugs, GLP-1-boosting foods are going to boom. And guess what those foods are? Fibre-rich plants, including whole grains, nuts, seeds, and legumes. They naturally help with GLP-1 secretion, eliminating cravings. (Any hiker who has fuelled up with lentil soup for the day already knows this!) As consumers seek out foods that are not only low in calories but also provide prolonged fullness, the role of plant-based proteins and fibre is becoming increasingly vital.

This begs the question, why aren't plant-based protein brands taking advantage of this knowledge? There is a golden opportunity to promote sustainable wellness and tap into the Ozempic halo.



## TRENDING IRL 🧐

Seeing an opportunity, some brands are creating apps and services designed to support the GLP-1 community. Nestlé is at the front of the pack, recently launching its frozen meal line, [Vital Pursuit](#): “delicious, high protein meals with essential nutrients to provide dietary support for GLP-1 users and consumers focused on weight management.” They’ve also launched a [GLP-1 nutrition](#) website to support the community with nutritional insights and product suggestions covering categories like micronutrient intake, muscle preservation, gut health, skin and hair health, and weight rebound management.



Source: Amazon.com, VITAL

*Lentils/Beans are high in fibre AND in protein*

## MAKING IT WORK FOR YOU

1. Highlighting nutritional information like protein, fibre, and other nutrients will be important for F&B businesses.
2. Retailers should consider creating “GLP-1-friendly” sections with high-fibre, high-protein, nutrient-dense products, similar to gluten-free sections in-store. For inspiration, take note of GNC, which became the first retailer in the world to have a GLP-1 support section.
3. Similarly, manufacturers could look at creating online showcases and forums for these products and providing a support community.
4. For those seeking to reduce calories without sacrificing the experience, can you offer portion-controlled versions of your products?
5. Do you already offer a product that provides natural GLP-1 hormone stimulation to call out? If not, perhaps there are ways you can innovate with functional ingredients supporting satiety and aiding in weight management, either in a new or reimagined/reformulated product.
6. If you're a restaurant owner, reconsider super-sized portions that have grown over the decades, with “rightsize” or “snackify” versions to position as healthy rather than shrinkflation. According to the National Restaurant Association, 75% of adults would opt for smaller portions for a lower price—a trend that can help restaurants curb food waste and improve profits.<sup>3</sup>

<sup>1</sup> KFF, Health Tracking Poll, May 2024

<sup>2</sup> ADM Outside Voice™, Anti-Obesity Medications Survey, September 2024

<sup>3</sup> National Restaurant Association, 2024 State of the Restaurant Industry, February 2024



### NOURISH x AI

## QSR DRIVE-THROUGH POST-OZEMPIC VALUE MENU

We've created a fast-food drive-through menu explicitly designed for GLP-1 users and those transitioning off it, offering convenient, satisfying, and nutritionally balanced options targeted to commuters and busy professionals. The meals are designed to support satiety and wellness, providing smart, accessible choices for health-conscious customers on the go.

### PROMPT:

A photorealistic image that looks professionally staged and shot. In the foreground is an outdoor fast-food drive-through menu showing healthy foods and smoothies. Behind the menu board is a vehicle stopped at the pick-up window and we can see a take-out bag being passed to the driver.





## H2O 2.0: ENHANCED HYDRATION

To coin a phrase, “Hydration is the new gut health.” OK, that may not catch on, but there is no denying that hydration is becoming a significant part of the broader wellness movement. Water is having a cultural moment—a watershed moment, you might say—with more people paying attention to their intake for health benefits like better skin, improved digestion, and heightened energy levels.

But, now that we’re in our “we want more” era, plain water isn’t enough for many consumers. #WaterTok, which has over 1 billion views on TikTok, makes hydration fun by featuring water flavour stations, creative “recipes” for water, and a growing obsession with water bottles like the Stanley Quencher. Flavouring water creatively helps people drink more of it, addressing the common challenge of finding straight water boring. Tellingly, consumer interest in hydration grew 74% in the past 12 months, suggesting a huge opportunity is emerging.<sup>1</sup> According to Circana’s New Products Pacesetter survey, 43% of consumers seek hydration in their beverages, often to alleviate headaches, fatigue, or muscle cramps.

## TREND EVOLUTION TIMELINE



WATER QUALITY IS BECOMING AS CRITICAL AS QUANTITY

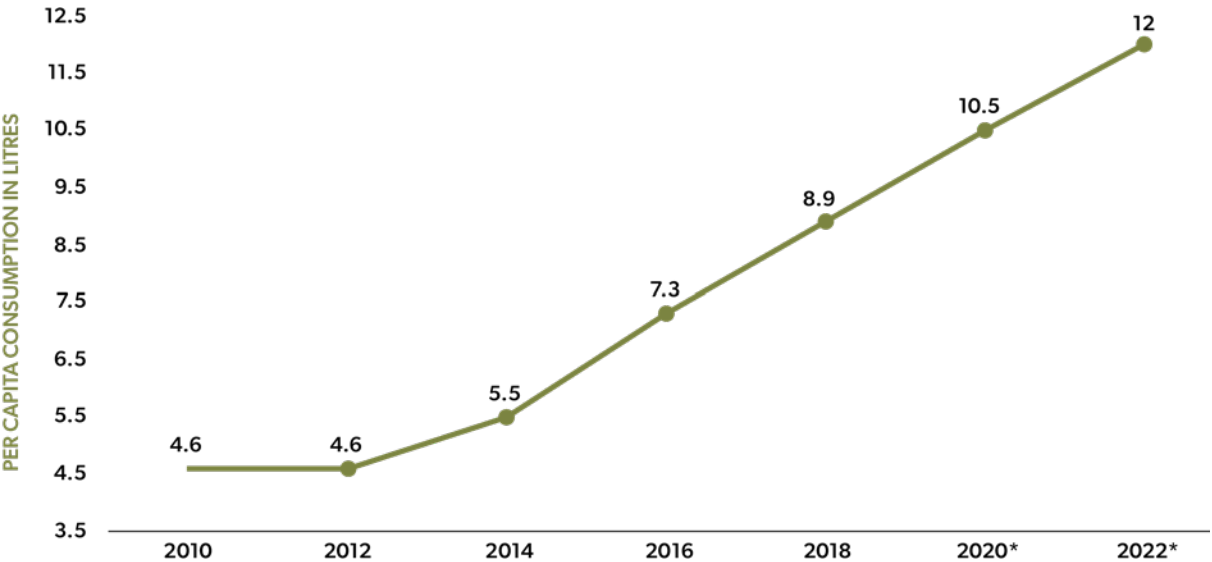
Consumers are increasingly proactive in managing their water quality, filtering their H2O through old-school charcoal filters or, in a sign of the times, upgrading to filters that also remove microplastics. As of 2023, about 45% of US households had a home water filtration system, excluding simple refrigerator filters. This figure represents a significant increase from 40% in 2021, driven by growing concerns over water quality and the desire for safer, better-tasting water at home.<sup>2</sup>

Environmental concerns also support the trend, prompting some households to reduce bottled water consumption by investing in home water treatment solutions. This creates opportunities to infuse this water with

some added functionality through minerals, vitamins, prebiotics, caffeine, electrolytes, and various flavours, allowing consumers to enhance their water experience. While there have been several athletic-performance electrolyte supplement tablets and powders for water, like Nuun and LMNT, there remains significant space to broaden the appeal to overall wellness.

Flavoured water consumption has steadily risen in the United States and more than doubled in the last decade.

PER CAPITA CONSUMPTION OF FLAVOURED WATER IN THE UNITED STATES FROM 2010 TO 2022 (IN LITRES)



Source: Agriculture and Agri-Food Canada; Global Database; ID 1121083 via Dig Insights

Flavoured water consumption has steadily risen in the United States and more than doubled in the last decade.



Source: NuunLife.ca (Nuun Canada)



Source: TheRootCellarPEI.com, LMNT





Source: HopWtr.com



Source: BevMo.com

## WATER, SEGMENTED

If you're looking for your space, consider this: bottled water accounts for the largest share of beverages, at nearly 28%<sup>3</sup>, while value-added water only accounts for 1.5%<sup>4</sup>, leaving lots of room for innovation. However, we've seen that 41% of hydration-related beverage launches over the past year carry an additional active health claim, such as brain health, probiotics, energy/alertness, and gut health.<sup>5</sup> Sufficient hydration is also a top concern for GLP-1 users, with 44% of consumers feeling less hydrated, tying into our previous trend.<sup>6</sup>

## FLEXITARIAN AND "ZEBRA STRIPING" DRINKING

The decline in alcohol consumption is also driving this hydration trend. (See last year's "No More For Me, Thanks" trend for more on that.) A calorie- and gluten-free alternative to non-alcoholic beer, hop water is water infused with the flavour of hops and is the fifth fastest-growing craft-style beverage in the US. Leading non-alc beer, Athletic Brewing is piloting a Wet Hop IPA to join this market. Innovative hard seltzer brand White Claw has entered the non-alcoholic beverage arena with a premium seltzer containing "hydrating electrolytes."

Continuing the pattern of "this AND that" over "NOT this BUT that" consumption, 82% of people who buy non-alcoholic beverages also consume alcohol.<sup>7</sup> This rise of the flexitarian drinker offers new-use occasions for brands to service. The "zebra striping" trend is an alcohol moderation tactic where individuals switch between alcoholic drinks and alcohol-free alternatives during the same occasion, offering the best of both worlds. US hard seltzer brand System offers the same drink in varying ABVs (0%, 5%, 8%) in a multipack. It's an ingenious solution for a one-stop drinking experience.

## TRENDING IRL 🙄

Flavour additives for water are nothing new; major players like Crush, Mio, and Kool-Aid are readily available. What we haven't seen as much are functional enhancements. Recess Mood powders are an exception. Available in single-serve packs and tubs, this "3-in-1 powder blend with magnesium, adaptogens & electrolytes to calm the mind and brighten the day" is easy to add to your water bottle.



Img source: TakeAREcess.com

## MAKING IT WORK FOR YOU

1. What new product can you offer to make the personalization of flavoured water more accessible at home? Allowing the consumer to achieve their wellness goals while delivering on convenience can make your brand a daily go-to because hydration never sleeps.
2. What different need states can you cater to throughout the day? Can you envision formulations for play, recovery, sleep, focus, and chill?
3. If your existing product can be adapted to meet the needs of hydration- or benefit-seekers, you can trade on the cachet you've built up with your brand.
4. Alternatively, if it already inherently possesses active benefits you can call out, do so to attract new demographics or expand your reach to new usage occasions.

<sup>1</sup> Spoonshot, March 2024

<sup>2</sup> Water Quality Association, National Study of Consumers' Opinions & Perceptions Regarding Water Quality, 2023

<sup>3</sup> Beverage Marketing Corporation, 2023

<sup>4</sup> Beverage Marketing Corporation, 2022

<sup>5</sup> Innova Market Insights, 2024 Trends Survey

<sup>6</sup> ADM Outside Voice™, Anti-Obesity Medications Survey, September 2024

<sup>7</sup> NielsenIQ, Non-alcoholic Beverage Trends in the US, October 2022



NOURISH x AI

### PERSONALIZED FUNCTIONAL PODS FOR HYDRATION ENHANCEMENT

Imagine a line of functional beverage pods designed to enhance hydration and target specific wellness needs, compatible with at-home drink machines, allowing users to craft personalized drinks on demand. Whether for a soothing “Chill” blend, a refreshing “Morning After Reset,” a restful “Sleep,” or a revitalizing “Daytime Energy Boost,” each pod is tailored to support a different lifestyle need. This concept brings the ease of a Keurig-like system into the world of hydration, making custom wellness drinks both effortless and enjoyable.

#### PROMPT:

Create a product mockup of several pods similar to Nespresso or Keurig that look like they would fit in some kind of home beverage dispenser. The pods are meant to dispense mood-enhancing functional ingredients into a cold beverage, such as water. Each one is a different colour, and the colour should be representative of the mood promised on the pod package. These could include, but are not limited to, relaxing, hangover recovery, sleep, energy. Show the pods in a modern home kitchen alongside an imagined dispensing machine shown with a bottle of water in position for drink-making.



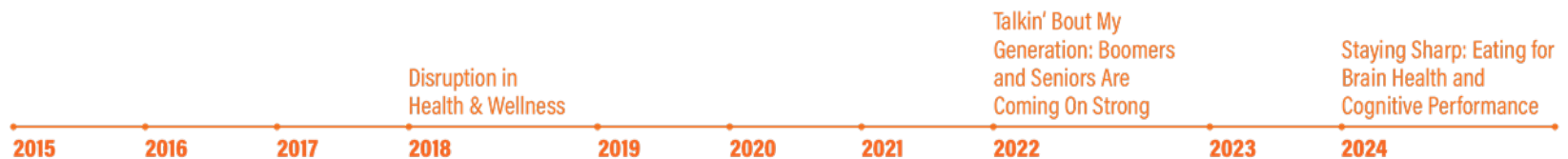


# I WANNA LIVE FOREVER: EATING FOR LONGEVITY

It's official—we aren't getting any younger. Indeed, the United Nations has declared 2021–2030 the Decade of Healthy Ageing. As a result, we see rising interest in Blue Zone diets (regions where people live significantly longer, healthier lives) for longevity and associated superfoods. National Geographic explorer Dan Buettner popularized the Blue Zones, which include Okinawa, Japan; Sardinia, Italy; Nicoya, Costa Rica; Ikaria, Greece; and Loma Linda, California. The diets in these areas emphasize plant-based and whole foods. Other commonalities include regular exercise outdoors, strong social connections, and a relatively low-stress lifestyle with purpose.

We are also at this extraordinary inflection point where scientists are debating the definition of aging. Can we change the correlation between health status, biological age, and chronological age? Tech entrepreneurs are starting to put serious money into this space, with Bryan Johnson's #DONTDIE being perhaps the most audacious. He dares to “ask the unthinkable question in 2024: will we be the first generation to not die?” He also claims to be the most measured person

## TREND EVOLUTION TIMELINE





in history, successfully reversing aging and calling himself a “professional rejuvenation athlete.” (His protocol also recommends a Mediterranean Blue Zone-inspired diet, by the way.)

## LIVING BETTER, NOT JUST LONGER

While the human lifespan may turn out to have insurmountable biological limits, extending our healthspan—the years we live in good health—is entirely possible. The global average lifespan has increased by 20 years over the last century, but healthspan has not kept pace. Increasingly, consumers are looking to their diets to close the gap.

More than 60% of consumers surveyed considered it “very” or “extremely” important to purchase products or services that help with healthy aging and longevity.<sup>1</sup> And it’s not just boomers who are interested in longevity. Results were similar across age groups, suggesting that the push toward healthy aging interests younger generations seeking preventive solutions and older generations wanting to improve and extend their lives.

Muscle is widely considered the true organ of longevity and maintaining muscle mass to be critical for healthy aging as the body’s primary source of strength, stability, and metabolic health. Muscle loss, or sarcopenia, is strongly associated with a shorter lifespan due to



## TRENDING IRL 🙄

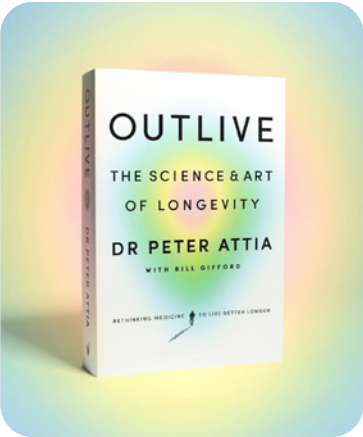
Key components of the Blue Zone diet include smaller meals with whole grains, beans, nuts, fruit, vegetables, and healthy fats. Blue Zones Kitchen sells microwavable meals “crafted for longevity” at retailers across the US. Examples of their meals include the Heirloom Rice Bowl, inspired by the Gullah Geechee people of the US South, and a Sesame Ginger Bowl inspired by Okinawa, Japan. The website features fascinating storytelling, and the ingredient lists are so clean, they’ll make you feel good just reading them.





its direct impact on physical functionality, metabolic regulation, and mobility. As a result, the demand for high protein continues to grow, with 71% of consumers trying to consume more protein,<sup>2</sup> with 25 g and more per serving continuing to grow at the fastest rate.

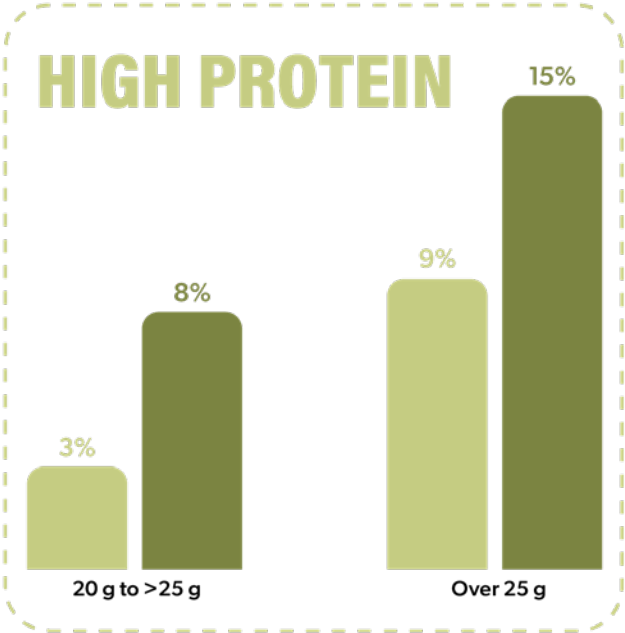
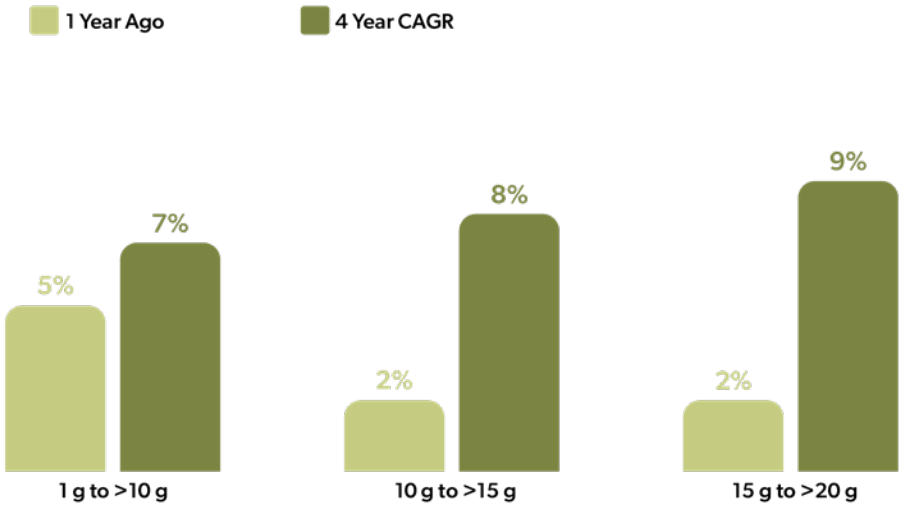
An excellent way to quantify this trend is to look at American book sales charts. In the past year, the demand for diet books dropped 15% (thanks in part to our earlier-mentioned Ozempic trend), while demand for longevity books, like Peter Attia’s best-selling book *Outlive*, grew in popularity, up 50% in the past year.<sup>3</sup>



*Outlive by Dr Peter Attia*  
*#1 New York Times Best Seller with over 1 million copies sold.*

**THE DEMAND FOR PROTEIN CONTINES TO GROW  
25G PROTEIN+ PER SERVING CONTINUES TO SEE FASTEST GROWTH**

**PROTEIN PER SERVING**



Source: NielsenIQ US 52 weeks ending 12/30/23

## MAKING IT WORK FOR YOU

1. We've previously covered that consumers love to travel with their taste buds. Combined with this trend, developing and marketing products that reflect Blue Zone principles seems like a no-brainer.
2. The same applies to restaurant menus—emphasize protein content, including cold-water fish and plant-based foods like legumes, vegetables, whole grains, nuts, seeds, and olive oil. Highlighting these ingredients' health benefits—such as lowering inflammation or promoting heart health—aligns with consumer interest in longevity.
3. Retailers can help by removing barriers to discovery by creating dedicated sections or promotions for Blue Zone-inspired products. Grouping items like beans, leafy greens, and olive oil will make it easier for health-conscious shoppers to follow the diet.
4. Partnering with influencers or experts in nutrition and longevity to create content campaigns that promote Blue Zone principles can give you a quick boost of credibility. It's also a step toward creating or expanding your brand's community, and engaged brand followers are repeat buyers who also spread your gospel.

<sup>1</sup> McKinsey & Company, Future of Wellness Survey, August 2023

<sup>2</sup> IFIC, 2024 Food and Health Survey

<sup>3</sup> Circana US

## NOURISH x AI

### LONGEVITY-BOOSTING LENTILS

Imagine an innovative line of ready-to-cook lentil meals infused with functional ingredients to support longevity and well-being. Each blend is crafted to enhance health benefits while capturing the unique flavours of Blue Zone cuisines, the regions renowned for their nutrient-rich diets and remarkable lifespans. These meals bring the essence of longevity to your kitchen, making it easy and delicious to enjoy lentils with purpose.

#### PROMPT:

A design for a box of ready-to-cook lentils. The package design reflects the contents, which are lentils mixed with seasonings common to the Okinawa region of Japan, including ginger, garlic, and dried seaweed. The box imagery could allude to a finished "suggested serving" dish and included scenery or design flourishes consistent with Okinawan culture. Overall, it should look like it is part of a series of international "Blue Zone" lentil products, including a logo, weights, and other details found on boxed grocery products. Show the product on a kitchen counter top.







## MOVING BEYOND TASTE TO MULTISENSORY EATING EXPERIENCES

If you feel you've already optimized on taste but still need that extra hook to capture consumers' imagination, one way to deliver that is by leveraging the remaining senses. They all have a role to play, and 78% of global consumers believe food is about enjoying a multi-sensorial experience.<sup>1</sup> Manufacturers and Foodservice need to deliver MORE adventure and experience by engaging all five senses—plus mouthfeel and what we like to call ritual—to create a multisensory eating experience that enhances pleasure.

Most food and recipe research and development focuses on taste and visual appeal, with the other senses underutilized. Consumers aren't great at expressing what they like or don't like in product research, but they can tell you how it made them feel, and our other senses go a long way toward rounding out that feeling.





## SMELL

While we eat with our eyes first, smell is the first sense we develop in the womb; we can smell what our mother is eating, creating our food preferences long before birth. It remains our most acute sense until we're ten years of age. No other sense can transport us to another place or make such a memorable emotional connection.

Estimates suggest people can distinguish between 10,000 distinct smells—but only five flavour qualities through our taste buds. A significant part of flavour comes from aroma. When food is chewed, volatile compounds are released, reaching the olfactory receptors in the nose and enhancing the perceived taste. This is why food often tastes bland when we have a cold. Try holding your nose while you taste something. Besides being able to tell if it's sweet or sour, you'll have difficulty discerning much else. And yes, women have a more acute sense of smell than men, so consider who your end-user is and also who is purchasing your product. Scent is a very overlooked sense in F&B, in our opinion!

In Foodservice, Spain's Sublimotion puts the magic back into dining out by using augmented reality to create "the first gastronomic performance created to increase the pleasure of eating out," turning the dining room and table into a stage for 12 diners. Similarly, Le Petit Chef uses overhead projectors to create an animated show on the table and on the plates, creating an up to two-hour immersive theatre dining experience in locations worldwide. While these may take it to the extreme, what can you create on a smaller scale?



*Le Petit Chef immersive dining experience. Source: Fact magazine*





## TRENDING IRL 🙄

Goldfish® Crisps is an example of how the snack sector is on the cusp of reinventing what “innovation” means. Instead of a new flavour, Goldfish® Crisps deliver an enhanced sensory experience beyond taste and smell by leaning into sound and mouthfeel to make it highly craveable.



Img Source: [PepperidgeFarm.com](https://www.pepperidgefarm.com)

## SIGHT

The visual presentation of food greatly influences our expectations and perceptions. Bright colours often signal freshness and ripeness (like red tomatoes or green lettuce), while plating and presentation can make food more appetizing. With TikTok being a visual platform, food presentation has become crucial to how people engage with food. Food creators focus on dishes that are not only delicious but also highly aesthetic. This has led to a rise in “Instagrammable” and “TikTok-friendly” dishes that emphasize bold colours, unusual shapes, or creative plating.



## SOUND & MOUTHFEEL

While mouthfeel might not be categorized as a separate sense, it’s essential to how we experience and enjoy food and significantly influences our overall perception. (Of course, how a product feels in your hand is important, too; for proof, grab a classic bottle of Coca-Cola. But for our purposes, we’re more focused on the textures you feel in your mouth.) Crisp, crunchy, smooth, creamy, and chewy textures provide unique sensations on the lips, tongue, and palate. Some textures also involve the sense of hearing. The sound of biting into something crunchy can enhance the perception of texture, and the crunch effect enhances our perception of freshness and quality and significantly boosts the overall eating experience. The contrast between different textures in a dish, such as creamy ice cream with a crunchy topping, adds interest and enhances pleasure.



*Viral  
Chocolate  
Crackle  
Coffee*

Source:  
*espressoyourselfx3*  
on TikTok



## RITUAL

Rituals around food and drinks are those specific habits or customs we assign to particular products or brands. Think of how Starbucks created a new ordering language that differentiates it from its competition with Tall, Venti, and Grande. Or consider the Oreo cookie and your time-honoured traditions for eating it: do you take off the top and eat the filling, or maybe dunk it in a glass of milk? That's a ritual, and it is powerful stuff. Creating a food or beverage ritual takes your business to a new level.

## CULTURAL NORMS

The difference in how various senses are perceived varies across cultures, with certain ones being more desirable or comforting based on personal experiences and cultural norms. Did you know, however, that vanilla is the only scent universally loved across all cultures? Why? Because it smells like breast milk. That's why it's used in infant formula and exudes warmth and comfort.

Offering a sensory-rich experience can lock in a competitive advantage and future consumer loyalty. Could enhancing a broader range of sensory aspects become a new frontier in F&B product development?



## MAKING IT WORK FOR YOU

1. For those on GLP-1 drugs, taste, quality, sustainability, and sensory experience intensifies. How can you provide that heightened experience that employs all the senses to win your share of their decreased shopping cart, indulgence, or foodservice order?
2. Creating a ritual and a multisensory dining experience is a way for restaurants to get consumers off the couch and into their establishments. Consumers want more than sustenance; they also want food to be engaging.
3. With over 80% of consumers saying they get more joy from anticipating a great meal than reminiscing about it, how can you start creating that experience even before they come to your establishment?<sup>2</sup>

<sup>1</sup> ADM Outside Voice™, Global Lifestyle Research, 2023

<sup>2</sup> Menu Matter LLC



NOURISH x AI

## TEMPERATURE/TEXTURAL CONTRAST DESSERTS

Indulge in a collection of luxury desserts crafted to awaken the senses with striking temperature and textural contrasts. Imagine crunchy caramel chips nestled in silky puddings, warm spiced fruit paired with chilled artisanal ice cream, or the unexpected pairing of smoky undertones in a delicate floral smoothie. Each dessert is a layered sensory journey designed to surprise and delight with every bite.

### PROMPT:

Create sample boxed packages for a range of premium desserts whose USP is contrasting and unexpected sensory experiences. The packages will use category conventions, such as high-end materials and exceptional food photography. Sensory combinations could include crunchy chips in smooth custard, warm fruit with cold ice cream, or a smoky-scented floral smoothie. The packages should be shown on a table.



## MAKING EATING AT HOME A DINE-OUT-LEVEL OCCASION

The high cost of dining out keeps many consumers at home as restaurant inflation outpaces grocery inflation. Restaurant meals can cost roughly four times what a meal eaten in the home would cost, making it the easiest line item for consumers to cut from their discretionary spending. But, going out to eat is something consumers enjoy; it's a clearly defined eating occasion that's worry-free and highly sociable.

The question now is how to create meaningful meal occasions within the day and week as we snack more and move away from the traditional three square meals per day. We are eating less together as a family, so we need a way to create those special moments where we break bread together. A splurge at the grocery store is one way to level up without breaking the bank.

Kraft Heinz introduced A1 Steakhouse Butter, which combines the iconic flavour of A1 Steak Sauce with the rich, creamy texture of butter, offering consumers a unique way to recreate an authentic steakhouse experience at home.



## TREND EVOLUTION TIMELINE





## TRENDING IRL 🙄

Many grocery chains offer ready-to-eat meals to go, mainly in the chicken fingers and pre-made salad vein. What other restaurant-style meals can jump from restaurant to retail? How about sushi? Going out for sushi is a regular event for many, and it's highly social. However, prices for dine-out sushi continue to rise. Kroger became the top sushi seller in 2023, and sushi sales at grocery stores rose by 70% year over year.<sup>2</sup>



**"KROGER SUSHI IS UNDERRATED."**

— @FANCYSUSHIRICE  
Reddit r/sushi

Consumers have an average of 18 special occasions throughout the year, from birthdays to book clubs, neighbourhood BBQs, and big holidays. Special occasions are more likely to include guests, occur on weekends, be a dinner occasion, and be sourced from a restaurant. And they usually include dessert!<sup>1</sup> How can you elevate the taste and preparation experience to make eating at home more of an occasion but fall short of being a chore?

We've seen the rise of the "semi-homemade" category recently. Home baking peaked during the pandemic, but those sourdough cultures we named were left to die after life returned to normal. Consumers are seeking convenient options to bridge the gap between scratch and finished baked goods, like starting with premade dough, shells, and crusts. Ready-made foundations like these simplify the process but still leave the consumer feeling like they "made it" themselves.



Source: RealCanadianSuperstore.ca



## MAKING IT WORK FOR YOU

1. Can you create finish-at-home Japanese/ Thai/Indian curry meal kits for an authentic international dining experience without going out?
2. Brunch is still huge, but it's a lot of work to make at home. A low-effort kit—including drink mixes—would help consumers elevate that beloved Sunday meal.
3. What is the next item to make the jump from restaurants to grocery RTE counters like sushi did? It may be something you already sell but aren't featuring prominently.
4. Personalization/customization at the bakery counter allows consumers to go beyond simple consumption to celebrate those special moments in their lives.
5. If you're in Foodservice, you need to know this trend to counteract its impact. You can do that by creating a memorable experience worth going out for; see our Sensory trend for tips! Why not up the drama with table-side guacamole or a freshly tossed salad? Plus, consumers celebrate more than the usual holidays; 67% of diners indicate they seek more than a standard reservation, with themed holiday meals (44%) and multi-course feasts (39%) at the top of the list of desired experiences.<sup>3</sup> What can you do to offer the kind of experience for these occasions you would provide for Christmas or New Year's Eve?

<sup>1</sup> Wall Street Journal, August 2023

<sup>2</sup> Circana, Eating Patterns in America

<sup>3</sup> Tock



NOURISH x AI

## OCCASION-THEMED MEAL BUNDLES

Create themed meal bundles designed for every occasion that draws people together, going beyond the usual birthdays and anniversaries. Imagine a sports night bundle with crowd-pleasing snacks, team-themed napkins, and fun trivia games, or a Sunday brunch kit complete with heat-and-serve pastries, precooked bacon and eggs, ready-to-drink mimosas, and eco-friendly stemware. Each bundle is curated to make hosting effortless, adding a festive touch to gatherings with everything you need for a memorable event.

### PROMPT:

Design an image of an all-in-one meal occasion kit designed to bring some of the restaurant experience home for special events. Create a Sunday brunch box featuring heat-and-serve pastries and hors d'oeuvres, compostable stemware, ready-to-drink mimosas, premium compostable tableware, a reusable floral centerpiece, and a printed music playlist suitable for a high-class afternoon with friends. The box should be displayed on a table ready for entertaining.





# PLANT-BASED FINALLY FINDS ITS GROOVE

The meatless alternative protein category is at a crossroads, facing a pivotal need for a rebrand to resonate more effectively with consumers. While foundational minimally processed plant-based products like tempeh, tofu, and legumes continue to increase steadily, faux meat sales have stalled, even after massive investments in the area and numerous reformulations to improve taste and health. Tech entrepreneurs approached the category as a zero-sum game; this instead of that, rather than meeting consumers where they are.

We are emotional, not rational, beings, and we've been eating meat since the dawn of humanity. In truth, these faux meat products probably set the plant-based protein space back. As we've said in past trend reports, it isn't an OR, it's an AND. The good news is that it's recoverable, and there is a way forward.

## TREND EVOLUTION TIMELINE



## MARKETING MAY BE MORE CRITICAL THAN FORMULATION

It could be that a rebranding is needed to capture more consumer interest. Should the faux meat/plant-based category position itself as a value protein? Food affordability is the top factor in food purchase decisions for consumers, at 47.3%, while environmental impact is the least important, at 2.3%; all those eco-certifications and all that storytelling may not be aimed at the right target.<sup>1</sup> Or can plant-based lean into our earlier Eating for Longevity trend? Linking a plant-based diet to longer, healthier living should be a positive positioning.

Having said that, research studies have consistently shown that taste is the number one factor for people choosing to eat or avoid meat alternatives. No matter how healthy, eco-, or budget-friendly your product is, you'll never win repeat business without nailing the flavour factor first.

## COMPROMISE COULD BE THE BEST WAY FORWARD FOR MASS ADOPTION

Are blended or hybrid meats combining animal, plant, cellular agriculture, or fermentation-based ingredients a better option for meeting more consumers where they are, delivering on taste, texture, nutritional characteristics, as well as value? Much has been written about mycoprotein, as well as cultivated meat. Both need considerable biomass capacity to scale up, and we're already seeing some governments throwing up barriers, such as in Florida, where the sale of lab-grown meat was banned—without a single product on the market. A blended approach could offset scalability issues while introducing consumers to a novel ingredient in a more familiar way and provide that needed transitional step.

While previous blended meat products failed (like Tyson's Raised & Rooted blended beef and pea protein isolate burger), it may have been a result of being too bleeding edge. Now that faux meats like Impossible Foods and Beyond Meat have received broad consumer trials, this may be an easier step forward. Although, frankly, the category needs a more appetizing name than “blended” or “hybrid” meat!

Mixed protein products have also failed because they are presented as giving consumers less of something. Instead, they need to be repositioned to provide more than traditional proteins or some additional benefit. A perfect example is Perdue's Chicken Plus, which includes more veggies for “stealth health.” It's a classic parents' trick of hiding the healthy stuff with the tasty stuff. It could work on some adults, too!



Source: [donovanadv.com](http://donovanadv.com)

## TRENDING IRL 🧐

The Both Burger is made with just six, recognizable ingredients. It comprises 50% beef and 50% a blend of broccoli, caramelized onions, cauliflower, garlic, mushrooms, and seasoning. This way, consumers can “have their meat and eat it too,” as 50/50 Foods founder Andrew Arentowicz puts it. Blended proteins preserve the natural flavour of meat while reducing the environmental footprint.





## MAKING IT WORK FOR YOU

1. How can plant-based brands successfully reposition themselves in the market? What messaging should you consider to make alternative proteins more appealing to the general public?
2. Instead of forcing an all-or-nothing way of thinking on consumers, you need to meet them where they are most comfortable. Can you lean into “stealth health,” adding something to that meat product so that less is actually more? People prefer pluses to minuses!
3. While the faux meat category may have cooled, foundational plant-based ingredients like tempeh, tofu, and legumes continue to see a steady increase in sales. The demand is there if you’re open to innovation.

<sup>1</sup> Intouch Insight North American Survey 2024



NOURISH x AI

## PLANT-ENHANCED FLEXITARIAN JERKY

Imagine a flexitarian jerky that combines the rich flavour and texture of traditional proteins with the health benefits of plant-based ingredients. This hybrid jerky is crafted for the hardcore outdoor enthusiast, embodying the rugged appeal of classic adventure snacks. Packaged with bold, “macho” design elements, it’s the Bass Pro of flexitarian snacking—ideal for those who crave robust taste and balanced nutrition on the trail.

### PROMPT:

Design a mockup of a wrapper for a new jerky product. The jerky is made of a blend of beef and plant-based proteins to capture an eco-conscious demographic but who are not vegetarians. The package will appeal to outdoor enthusiasts, such as hunters, fishers, and ATVers. Look at Bass Pro Shops for inspiration, which could include camouflage, bold graphics, and images reflecting extreme outdoor activity. Show the packaging on a natural surface with greenery around it.

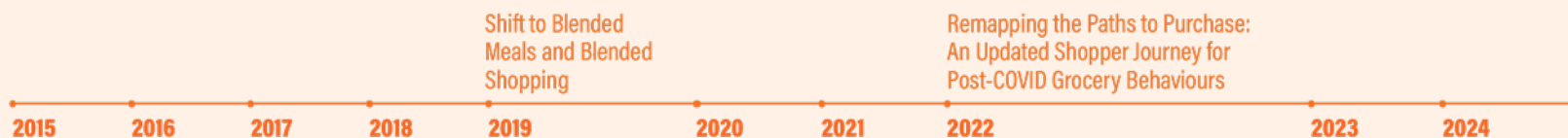


## THE RISE & REINVENTION OF THE C-STORE CHANNEL

The convenience store channel, with its quick stops, is ready for reinvention to become an essential part of the consumer's daily life. Hybrid working patterns create a need for quick, local shopping options throughout the day. Convenience stores are well-positioned to cater to this demand for immediacy, providing consumers with faster, easier access. They are often more agile than traditional grocers, too, and can quickly adopt new trends, such as offering healthier snacks, grab-and-go meals, or even premium coffee options.

Younger consumers, particularly millennials and Gen Z, value convenience, speed, and flexibility. They are more likely to use convenience stores for quick meal solutions, snacks, or beverages versus planning more extensive weekly grocery trips. C-stores are also becoming the go-to beverage place, with their wall of single-serve drinks, a very easy and low-cost trial for shoppers. Add alcoholic beverages (Ontario has just joined the ranks of provinces offering alcohol in grocery and convenience stores), and you have a complete offering, further blurring the lines between convenience stores and food service.

## TREND EVOLUTION TIMELINE







Couple this with a declining reliance on gas pumps and cigarette sales, and we expect a reimagining of this channel. To compensate, the increase in electric vehicles could be met with an increase in charging stations at convenience store locations. This creates an opportunity to provide more sophisticated dine-in food and seating options for customers to utilize as their vehicles charge. They already have the ideal real estate. It's now about maximizing the offerings and value.

Petro-Canada's loyalty program recently partnered with Montreal-based chef, author, and social media personality Laurent Dagenais to increase its foodie appeal, creating three exclusive SnackUp recipes featuring his favourite Petro-Canada snacks.

## CATERING TO A NEW KIND OF C-STORE SHOPPER

Traditionally, a trip to the convenience store meant grabbing a carton of milk on the way home from work. No longer limited to roller-grill hot dogs and stale coffee, many C-stores, especially those in Japan, offer restaurant-quality food, attracting a broader and more diverse customer base, and are seen as good value for money. 7-Eleven in the US has been building a supply chain to deliver fresh food daily to its convenience store locations, with the goal of making one-third of its sales from food, up from its current level of 24%. The majority of consumers (56%) view convenience stores as a viable option to fast-food chains, up from 45% two years ago.<sup>1</sup>

We also know that consumers don't look for the same types of products in convenience stores as in grocery stores. With that in mind, Jones Soda has launched a Fiesta Jones line just for C-stores with bigger taste, reduced calories, and a resealable package. Kellanova's (formerly Kellogg's) recently announced new flavours and formats for its Away From Home snack offerings that are only available within the C-store channel. These flavours leverage nostalgia and offer more excitement than your standard grocery lineup. The packages are smaller for peg-board display and are resealable for portioning and portability.



## TRENDING IRL 🐼

Couche-Tard (French for night owl) owns a network of 16,800 stores in 31 countries, many under the Circle K banner. Its pursuit of world leader 7-Eleven to create a "leading global retail platform" with more than 100,000 sites spanning Asia, North America, Australia, and Europe could be an industry game changer and elevate the on-premise experience.

## MAKING IT WORK FOR YOU

1. If C-stores up their fresh food offerings, how can traditional Grocery HMR and QSR defend their share of stomach? Grocery needs to step up on convenience, and QSR will be in unfamiliar territory defending on value.
2. As a manufacturer, consider a different product innovation strategy for C-stores to offer that specific type of shopper the products they want. That could mean changes in flavour or packaging.

<sup>1</sup> Intouch Insight North American Survey 2024



## NOURISH x AI

### GOURMET GRAB-AND-GO

Imagine a gourmet grab-and-go line of ready-to-eat meals crafted exclusively for the convenience store shopper who values quality and ease. These meals deliver premium flavours and upscale packaging, elevating the quick-meal experience beyond typical offerings. Think of it as a Michelin-inspired dinner for one or two, conveniently available where life happens and where Michelin tires often meet the road. Perfect for those seeking chef-level quality without detours, this line redefines on-the-go dining with sophistication and style.

#### PROMPT:

Make an image of a hot table for ready-to-eat food in a convenience store setting. Food pictured can include cooked chicken, udon noodle dishes, and Parisienne potatoes. They are in clear-topped packages and look premium. A fancy restaurant-style logo is on each package and on the unit display. Each meal is shown expertly dressed with visible herbs and spices, looking incredibly delicious.







## BREAKTHROUGH SEED GENETICS SCIENCE TO COPE WITH CLIMATE CHANGE

If you haven't been paying attention to the advances in biotechnology, now's the time to start. Investment in agriculture gene editing grew 206% YoY in the first half of 2024.<sup>1</sup> And if you're concerned about public sentiment, know this: 64% of consumers believe science and technology innovations can make food more sustainable, up from 58% in 2019, with 60% saying those innovations can make food healthier, up eight percentage points from 2019.<sup>2</sup> That's good news for investors and innovators.

Climate change is driving the development of crops that can withstand extreme weather conditions. Biotechnology companies are working on drought-resistant, heat-tolerant, and flood-tolerant varieties to help ensure food security as global temperatures rise and weather patterns become less predictable.

### TREND EVOLUTION TIMELINE





## IT'S ALSO A QUESTION OF WHERE, NOT JUST WHAT

Due to climate change, more ingredients will have to be sourced from different growing regions. They will have slightly different tastes thanks to genetic variations and terroir, like olive oil from Algeria rather than the Mediterranean, white wine from England rather than France, and vanilla from Uganda instead of Madagascar. What impact could that have on supply costs, recipe formulations, and maybe emerging flavour profiles?

Of course, the seed is the starting point of the food value chain and has a central role in addressing the world's most pressing problems. Most countries now have the regulatory pathway in place for gene editing, so expect to see more innovation. Both CRISPR and Ohalo's Boosted Breeding™ technology aim to improve plant traits but do so through different mechanisms and approaches. CRISPR technology is being used to precisely edit the genomes of crops to enhance resistance to pests, diseases, and environmental stresses like drought. Gene editing allows for faster and more accurate development of crop traits compared to traditional methods, like hybridization and selective breeding. This is applied to staple crops like wheat, corn, and soybeans. Another focus is the potential to create crops with improved nutritional profiles, such as biofortified crops that provide essential nutrients.

In trial now, Ohalo's Boosted Breeding could be a scientific breakthrough for how crops are bred, speeding up the process significantly while enhancing traits like yield, resilience, and nutritional value. Unlike traditional breeding, where offspring inherit a random 50% of traits from each parent, Boosted Breeding allows plants to pass on 100% of their genes. This means crops can retain all the desirable traits from both parent plants, leading to healthier, more vigorous, and higher-yielding varieties. Ohalo's potato trials have shown up to a 20-fold increase in yields compared to traditional methods. This technology is not limited to potatoes; it can be applied to other crops, such as corn and berries, improving food security, reducing agricultural costs, and enhancing crop adaptability to different climates. Like CRISPR, it is not a GMO technology, as it works within the plant's native DNA.



## TRENDING IRL 🧐

Wonder Veggies is gearing up for a 2025 launch of its probiotic-enhanced vegetables, pioneering a new category in the market. This breakthrough product aims to combine fresh vegetables' natural health benefits with probiotics' added advantages, promoting gut health directly from your salad bowl. Will this open up possibilities for integrating functional benefits into everyday foods?





## AGRICULTURAL SCIENCE NEEDS A MARKETING MAKEOVER

Our industry likes to stay in silos, no pun intended. We should take a lesson from the introduction of GMOs to ensure better consumer acceptance. For consumers to trust the science, we must showcase how a new technology benefits farmers, consumers, and the environment. We need to put a human face on it, and the farmer and consumer voices need to be part of this conversation. Imagine where GMO adoption would be if the first use case had been better chosen and communicated, with a focus on the consumer end benefit rather than just corporate agriculture.

To recap, the GMO first use case got mixed up with monoculture and seed ownership discussions instead of helping farmers and food companies feed the almost 9 billion people on our planet without ill effects. Monsanto had sound commercial reasons but should have chosen that first use case from

a consumer emotion lens. How different would reception have been if it had been presented in the light of giving farmers in poorer countries drought-tolerant crops that can save lives? Instead, we live in a world where an overwhelming majority of scientists believe GMOs are safe, while 39% of consumers do not.<sup>3</sup>

Food technology will be increasingly important as it solves climate change challenges. However, effectively communicating complex science, and the need for it, to the public will continue to take a lot of work. Better transparency and telling stories using consumer language and concerns will bridge the gap and find that critical common ground.



*Image from the #LetKenyansEat March in support of GMO Food, Nairobi, Kenya, February 10th, 2023*

Source: WePlanet Africa

## MAKING IT WORK FOR YOU

1. Gene editing is stepping into your salad bowl. A collaboration between Pairwise and Bayer is set to bring CRISPR-edited salad greens to US stores this fall, engineered for improved taste and longer shelf life. Will consumers be more accepting of CRISPR-edited foods compared to GMOs? Is improved marketing the solution?
2. Starbucks is taking proactive steps to secure its future coffee supply amid growing climate challenges by adding two more coffee farms to its portfolio, part of a strategy to develop coffee strains and agricultural practices that withstand changing climate conditions. By investing in these farms, Starbucks not only protects its business interests but also contributes to broader efforts to mitigate the impact of climate change on the coffee industry. How will these investments in climate-resilient coffee farms influence the industry's sustainability and supply chain management approach? Could this initiative inspire similar actions from other global players?
3. The Philippines' recent ban on certain genetically modified foods, including key varieties of rice, underscores a critical point of contention in the ongoing GMO debate. GMO rice, engineered to be more nutritious, offers a potential solution to vitamin and mineral deficiencies in developing regions. However, bans like these raise questions about the balance between caution and the missed opportunities to enhance food supplies with biotechnology. What could the implications be for nations struggling with malnutrition if they reject genetically modified solutions that are designed to improve food security? And what will it take to overcome resistance?
4. As with all F&B innovations, there needs to be a focus on the end consumer benefits of taste, nutrition, and affordability.

<sup>1</sup> AgFunder

<sup>2</sup> Hartman Group, Food & Technology 2023 Study

<sup>3</sup> Pew Research Center, 2019–20.

## NOURISH x AI

### THE FINAL FOOD FRONTIER: SPACE FOOD

Imagine SpaceX partnering with a leading agriculture company to pioneer crop systems for extraterrestrial environments. Building on small-scale space farming experiments, this collaboration could develop resilient, high-efficiency crops for a self-sustaining Martian colony by 2030, advancing food solutions for both Mars and Earth.

#### PROMPT:

A photo-realistic image of food scientists working in a futuristic lab on experimental crops. Be mindful to show gender and ethnic diversity. High-tech equipment and computers are visible. A Martian landscape with a fledgling colony of temporary buildings is visible through a large window beyond.





# ABOUT NOURISH FOOD MARKETING

We are a full-service marketing agency specializing in the food sector from field to fork. Discover what partnering with us can do for you.



@nourishmarketing



## RESEARCH

We continuously analyze industry trends and conduct qualitative and quantitative research, applying insight to action and increasing your chance of success.



## EVENTS & SAMPLING

Pop-ups, food trucks, trade show booths, and more; no matter the event, we can guide you from planning to execution and help you make valuable connections.



## BRANDING

From brand persona to mission and vision to logos and more, we'll work with you to shape your brand's identity.



## DIGITAL SERVICES

Unlock the power of thumb-stopping, click-worthy websites, social media, and digital ads crafted with data-driven insights to win hearts, minds, and screen time.



## TEST KITCHEN

Led by our professional chef, recipe and flavour profile development are among our unique specialties.



## PR & INFLUENCER MARKETING

When it's time to get the word out, we know how, when, and where to place your message to reach your audience most effectively.



## PACKAGING

Our shopper and industry knowledge, coupled with design expertise, gets your product onto shelves, into carts, and into hearts.



## MULTICULTURAL

We don't see cultural barriers; we see new audiences waiting for someone to connect with them on their terms.



## VIDEO & PHOTOGRAPHY

Mouthwatering images created in our spacious and versatile in-house studio will put your product's best foot forward.



## INTEGRATED ADVERTISING

With consistent, impactful messaging across a variety of channels, from traditional to new media, we move consumers along the path to purchase from field to fork.



## TO LEARN MORE:

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