

selecting foods which they believe will help them with

Disease Prevention  
Weight Management  
Disease Management

Ease of meal planning  
Easy preparation & cooking  
Reduced clearing up  
Reduced time & effort to achieve healthy, satisfying food outcomes



## SUSTAINABILITY

Consumers key concerns are

Supporting Local Businesses & Farmers  
Increasing Recycling  
Reducing Waste  
Averting Climate Change

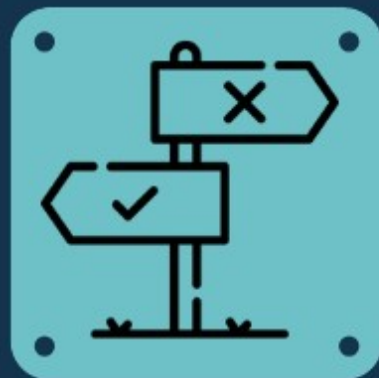
## NATURAL & ORGANIC

Despite "organic" foods being subject to rigorous legal standards, many consumers struggle to differentiate between natural & organic claims.

Whilst "natural" is poorly defined consumer research reveals in the consumers minds it means no artificial additives or preservatives, chemicals, pesticides or GMOs.

"Natural" is also often associated by consumers with locally produced foods.

**MAKING  
THE HEALTHY CHOICE  
THE EASY CHOICE  
WILL DRIVE SALES**



**TASTY  
GOOD QUALITY  
AFFORDABLE  
CONVENIENT  
SUSTAINABLE**



**CLEARLY  
COMMUNICATE  
HEALTH  
BENEFITS**



Consumers are seeking all these attributes

Combining several of them in new innovative products can increase successful sales

↓  
REDUCED  
SUGAR, FAT,  
SALT, CALORIES



↑  
ENHANCED  
FIBRE, VITAMINS,  
OR "FREE FROM"

**CONSUMER DECISION MAKING  
IN HEALTHY FOOD AND DRINK IS  
COMPLEX AND MANY FACETED**

**INCREASING CONSUMER  
AWARENESS BRINGS  
OPPORTUNITIES FOR**