



Guiding Stars®
Nutritious choices made simple®

2019 On the Shelves: *Food Trends Lookout*



Presented By:

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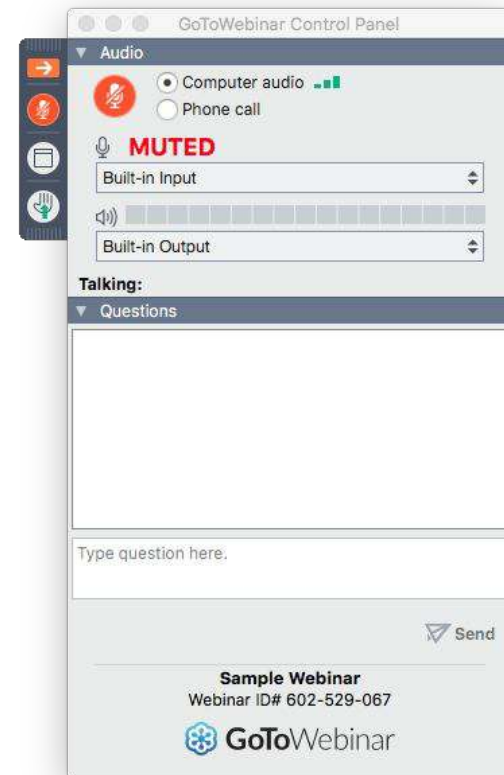
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After the webinar

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Introduction

Five Food & Nutrition Trends for 2019

In this 30-minute webinar we'll discuss insights gleaned from:

- Trade shows and conferences, including the AND's Food & Nutrition Conference/Expo
- Trips down the aisles of supermarkets
- Restaurant menus
- Food magazines





Trend #1

Continuing rise of plant-based protein alternatives



20% in 2018, topping \$3.3 billion in sales

- Growing popularity of “Certified Plant Based” logo





Innovative Plant-Based Food Options Are Posting Double-Digit Growth

Product	Sales growth
Plant-based cream	25%
Plant-based nutrition and diet	15%
Plant-based yogurt	31%
Plant-based pizza	21%
Veggie noodles	115%
Cheese alternatives	45%
Meat alternatives	30%

Source: Nielsen Product Insider, powered by Label Insight, 52 weeks ended April 7, 2018.

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Trend #2

FODMAP's growing impact following 2018

- 30 million Americans suffer from IBS
- Avoid high FODMAP foods to manage IBS symptoms





Trend #3

The demand for nutrition from processed snacks

- 10% average annual growth of snacking claim in global food and beverage launches over the past 5 years
- Consumers seeking to replace less healthy foods and beverages with more nutrient dense options





Trend #4

Is coconut losing ground to conflicting research?

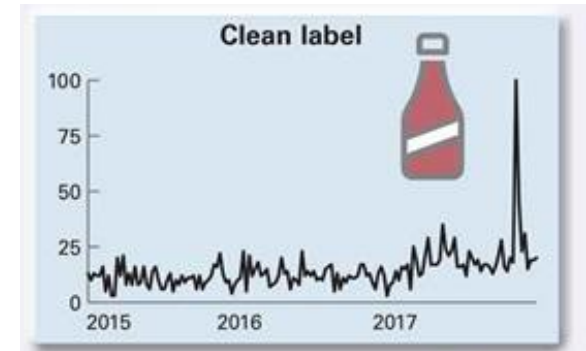
- Conflicting health messages
- Coconut milk sales increased in 2018
- Watch for shifts in the popularity of coconut oil in 2019



Trend #5

Clean eating and its growing popularity

- Vague definition, but increasing interest
- Increase in food company commitments regarding ingredients and packaging



Source: [Google Trends](#)



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Guiding Stars

The formula **credits** a product's score for:

Vitamins
Minerals
Dietary Fiber
Whole Grains
Omega-3s



The formula **debits** a product's score for:

Saturated Fat
Trans Fat
Added Sodium
Added Sugar
Artificial Colors

The resulting score represents a ***weighted total***



Guiding Stars

One Guiding Star indicates good nutritional value



Good

Two Guiding Stars indicate better nutritional value



Better

Three Guiding Stars indicate the best nutritional value



Best



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Resources

[2019 On the Shelves: Food Trends Lookout](#)
[Foods from FNCE 2018](#)
[Alli & Kit at FNCE 2018](#)

Resources listed here update their trend data in December/January:

[Food and Drink Resources](#)
[Global Food Forums](#)
[National Restaurant Association](#)

Resources listed here update their trend data each spring:

[Institute of Food Technology](#)
[Food Marketing Institute](#)



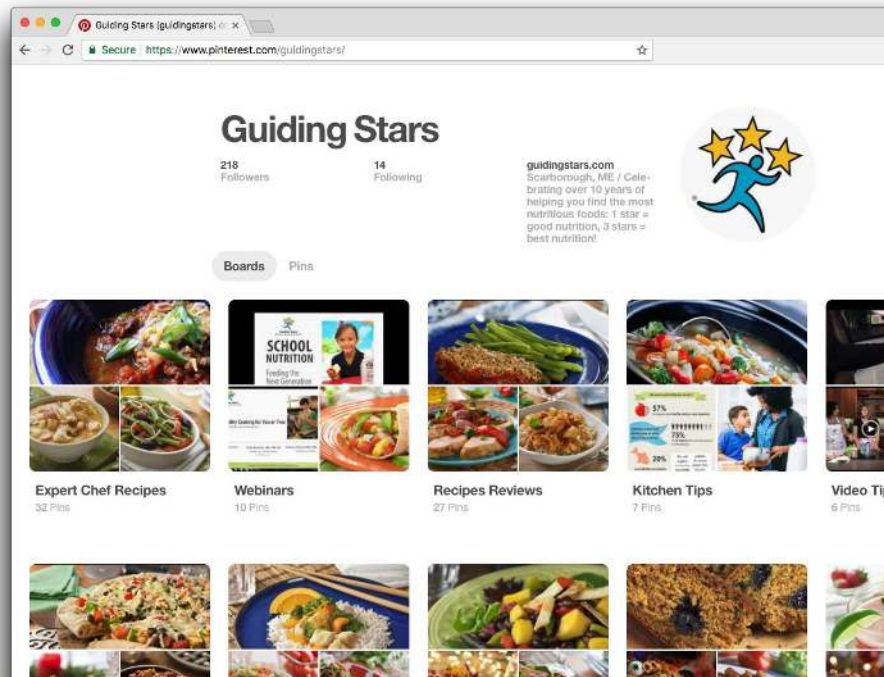


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Thank you!

For more information on the Guiding Stars program, or if you have any further questions please contact us:

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Q&A

