

SNACKING AND CONVENIENCE DRIVES INNOVATION IN CHEESE



presented by Donna Berry, food scientist, editor, consultant
Daily Dose of Dairy brought to you by BerryOnDairy.com

www.BerryOnDairy.com

Nutrition Facts

Serving Size 1 cup (228g)
Servings Per Container 2

Amount Per Serving
Calories 260 **Calories from Fat 120**

	% Daily Value*
Total Fat 13g	20%
Saturated Fat 5g	25%
Trans Fat 2g	
Cholesterol 30mg	10%
Sodium 660mg	28%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	

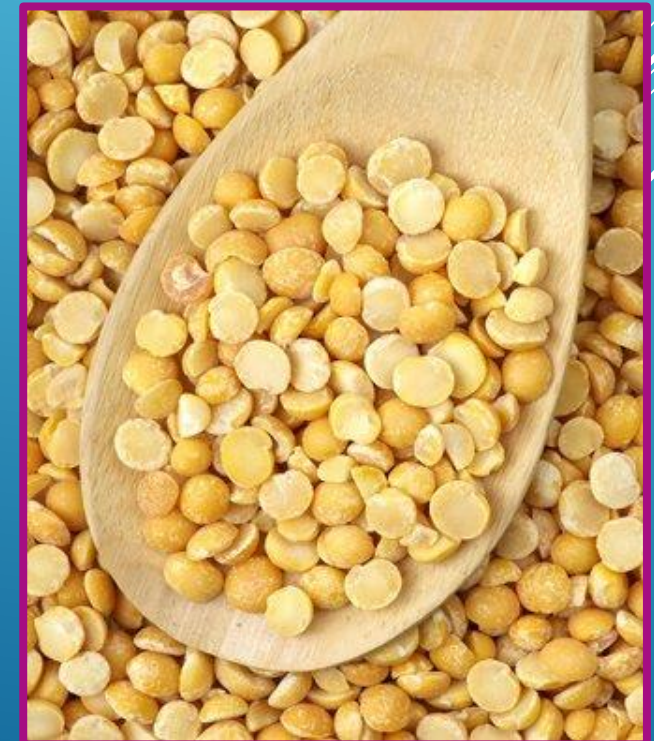
Vitamin A 4% • Vitamin C 2%
Calcium 15% • Iron 4%

*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4





DON'T TALK MONEY, POLITICS, RELIGION

FOOD





REALLY???

THIS IS ROLLING
OUT NOW!





**STOP DEFENDING ME!
TELL MY STORY!
MAKE ME CONVENIENT!**





HOME MEAL REPLACEMENT



DINING AT RETAIL HAS DISRUPTED CONSUMER PACKAGED GOODS







Root-to-Stem Salads

Peak Season Picks

Chef-Created Salad Blends

SUSHI
HAND-ROLLED
FRESH
BY CHEF TALENTE
SUSHI CHEF

CHEF'S PLATE
LET US BE THE CHEF
FRESHLY PREPARED FOODS
MADE DAILY
WE BELIEVE IN REAL FOOD

SHAKE UP YOUR
Salad Routine
Made by our salad bar for the freshest in-season veggies and chef-created combinations.

MADE WITHOUT ARTIFICIAL SWEETENERS, PRESERVATIVES, COLORS OR FLAVORS
NO HYDROGENATED OILS, HIGH FRUCTOSE CORN SYRUP OR SOY/MSG
ORGANIC OPTIONS AVAILABLE ON OUR SALAD BAR
MEAT DICED WITH ANIMAL WELFARE CERTIFIED BEEF, CHICKEN, TURKEY AND PORK
NO SYNTHETIC NITRATES OR NITrites IN OUR LUNCHEATS, HAM OR BACON

Salad Bar





trail mix bar

trail mix
bar
\$6.99/lb

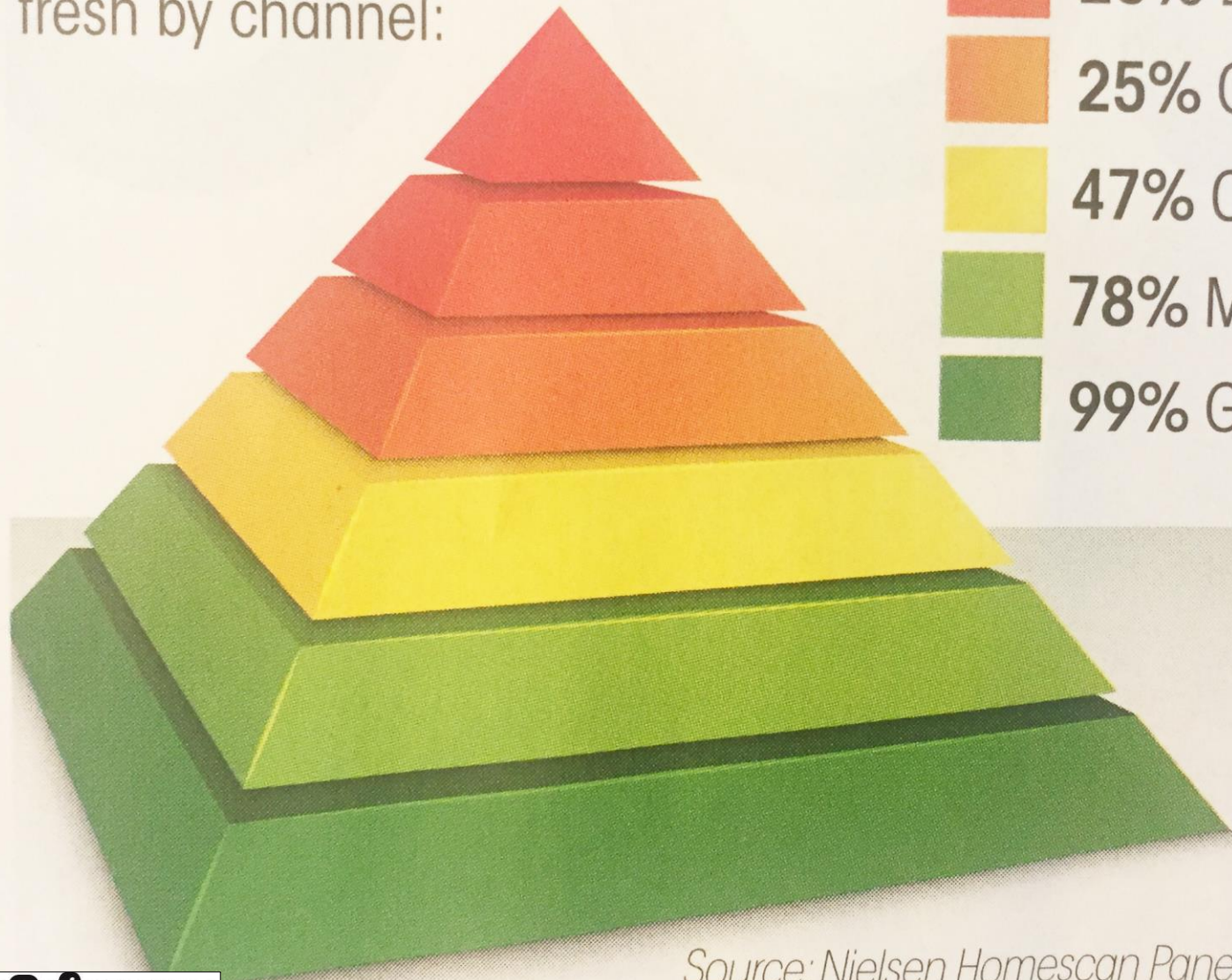






Channel Blur on Fresh Purchases

Share of shoppers purchasing fresh by channel:



- 14% Drug stores
- 25% Dollar stores
- 25% Convenience stores
- 47% Club
- 78% Mass & Supercenter
- 99% Grocery

Source: Nielsen Homescan Panel, 52 Weeks Dec. 31, 2016

FRESH SNACKING DRIVES INNOVATION





DESSERTS



Food Pure









SNACKING IN AMERICA



CHANCES ARE, WITHIN THE PAST 24 HOURS, WE'VE ALL HAD A SNACK.
AMERICA IS NOW SNACKING ITS WAY THROUGH EACH DAY.

91% of consumers snack multiple times throughout the day



8% of these consumers forego meals altogether in favor of all-day snacking

Can't Live Without It:

47% of consumers say that most days they can't get through the day without a snack

The boundary between what comprises a meal and a snack is increasingly blurry:

21% of consumers are **snacking more** than they were 5 years ago...

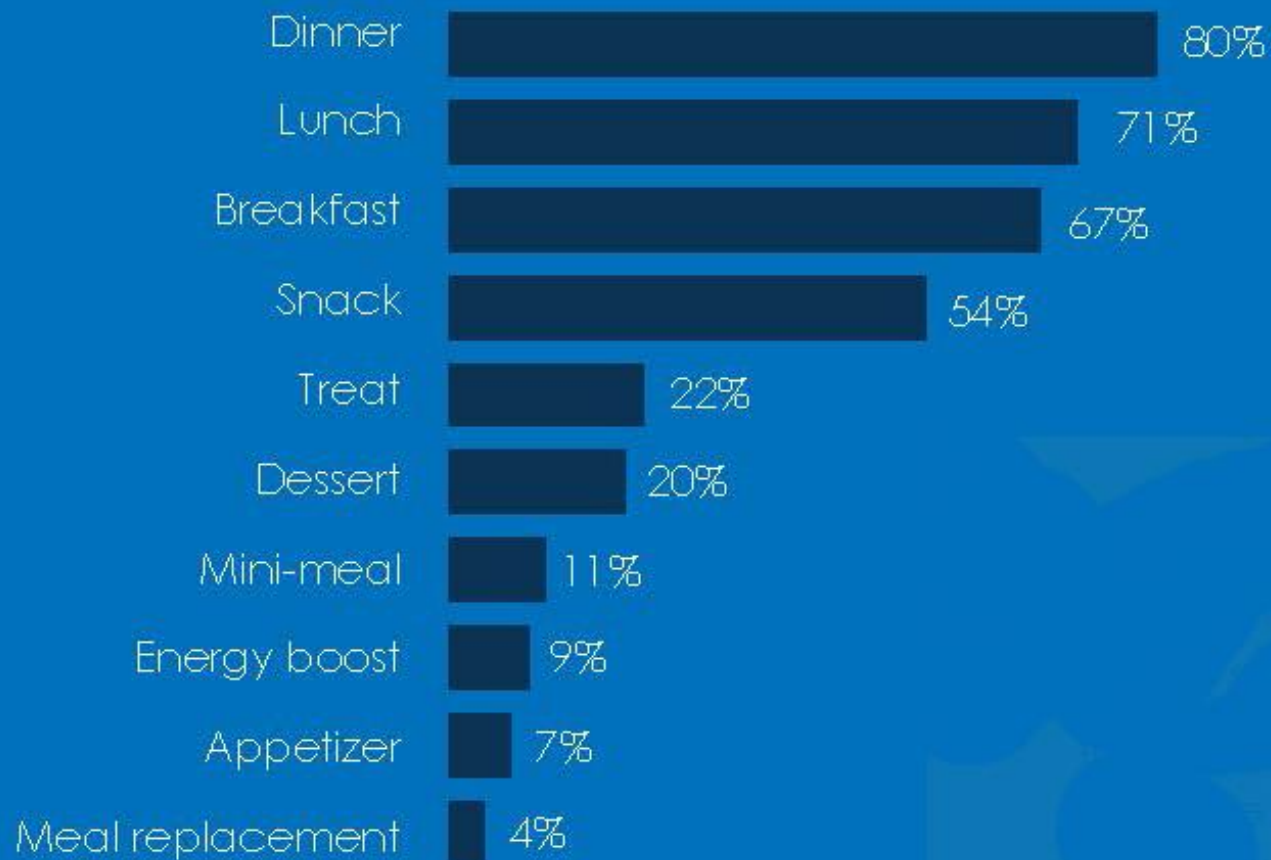
...Of that number, **42%** have done so while **cutting back the number of meals** eaten in a day.

The type and size of food & beverage classified as a "snack" are broadening with meal components & entrees being used.

38% of consumers say they often have **leftovers** as a snack.

"Snack" is the most commonly used word to describe non-meal eating, though use of the term has declined as additional terms have more regularly come into use.

Terms That Describe Past-24-Hour Eating



Meal-based terminology

"Tides me over"
"Dessert"
"Pre-dinner snack"
"Appetizer"

Daypart terminology

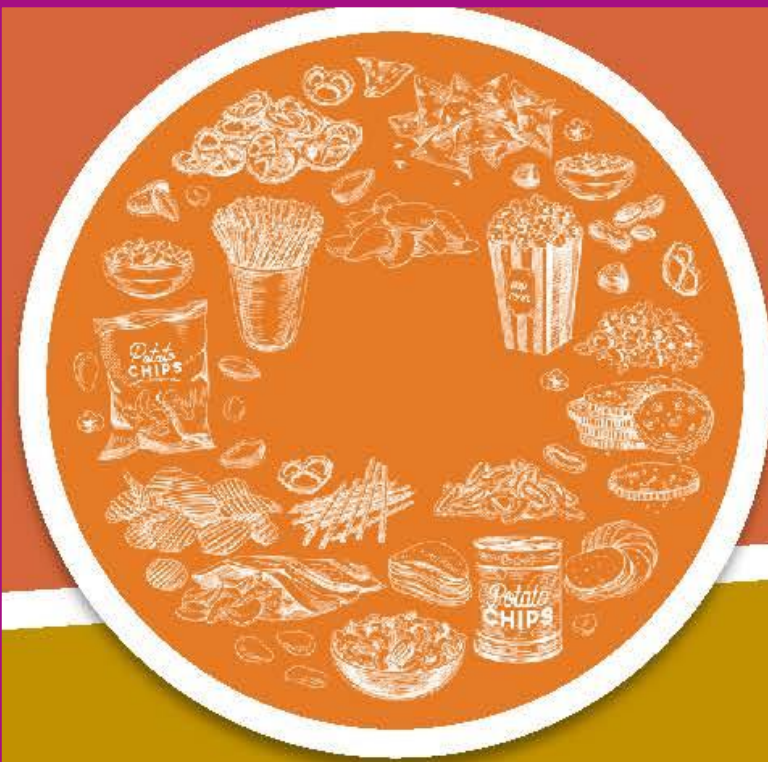
"Morning, afternoon, or evening snack"

Situational terminology

"On-the-run snack"
"Keep-from-crashing"
"Workout snack"

General synonyms

"Nibble"
"Treat"
"Having something"
"Nosh"
"Bite"



How America Eats FAVORITE SNACK FOODS

SNACKING: THE GREAT CHANGE AGENT DISRUPTING FOOD CULTURE

Why We Snack

3 KEY DRIVERS OF MODERN SNACKING

While the phenomenon of snacking is messy and at times hard to fully describe, coherence is brought to snacking by examining how three key drivers represent a thematic shift in food values and are connected to the needs driving snacking occasions:



NOURISHMENT

Snacking that meets needs for daily sustenance, long-term wellness, and health management



PLEASURE

Snacking that fulfills emotional desires for enjoyment, craving, and comfort



OPTIMIZATION

Snacking that helps one fulfill physical and mental performance demands

MILLENNIALS FIND FUNCTION IN SNACKING

- ▶ WHAT MILLENNIALS SAY ABOUT SNACKING:
- ▶ 78% Keeps them full between meals
- ▶ 64% An affordable way to replace meals
- ▶ 56% Satisfy a craving
- ▶ 39% Get energy
- ▶ 29% Available
- ▶ 27% Boredom
- ▶ 20% Healthier than eating three large meals a day
- ▶ 17% Stressed
- ▶ 14% Too busy for traditional meals

Source: Mintel





FACTORS INFLUENCING SNACK CHOICE:

#1 TASTE = 80%

#2 NUTRITION AND HEALTH = 52%

#3 CONVENIENCE = 49%

MILLENNIALS ARE ALSO LOOKING FOR WHOLE FOOD INGREDIENTS:

- WHOLE GRAINS = 43%
- REAL FRUIT = 42%
- NUTS = 39%

SOURCE: JANUARY 2017 ONLINE SURVEY BY WELCH'S GLOBAL INGREDIENT GROUP, N=300

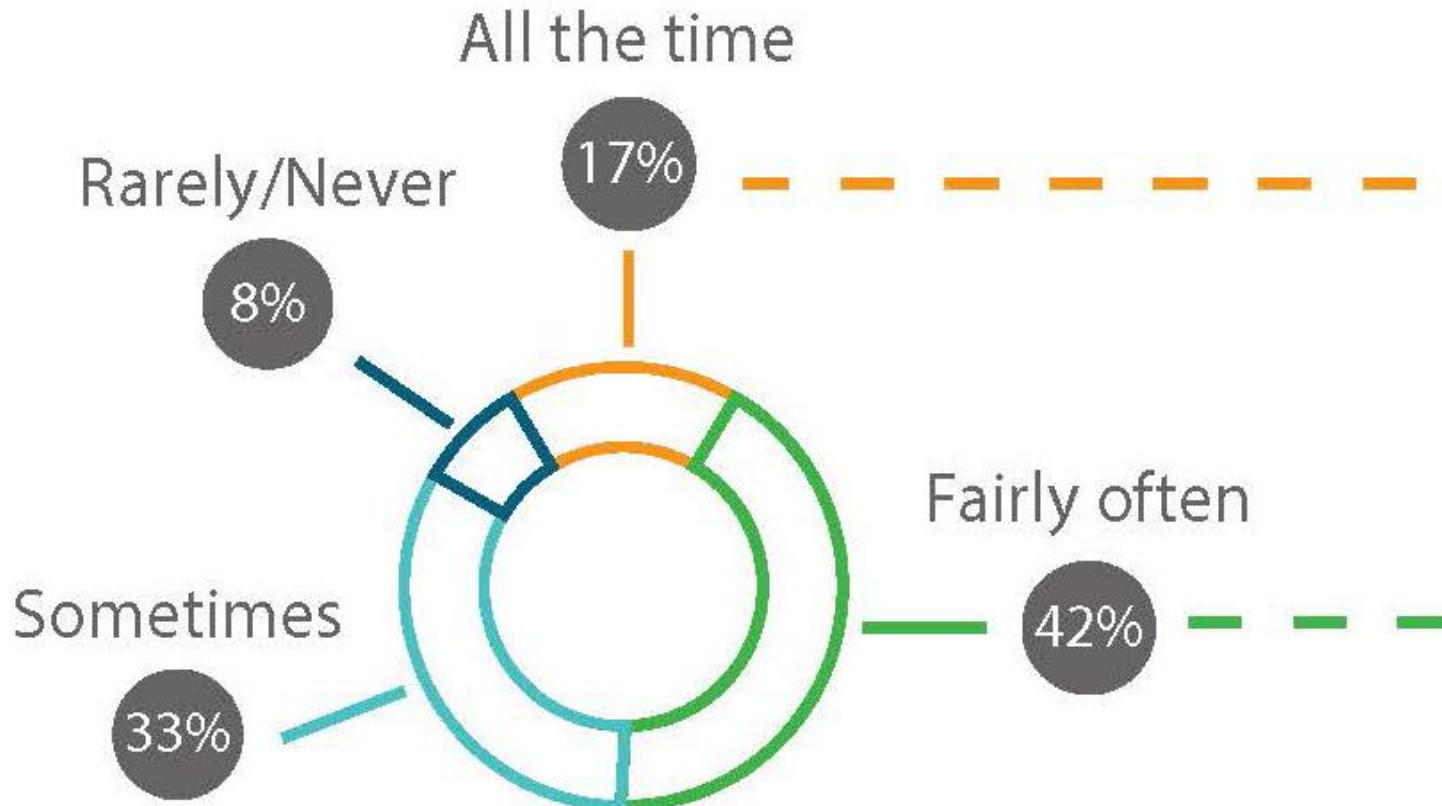


BESIDES VALUING REAL FRUIT, AMERICAN MILLENNIALS WHO SNACK ALSO PREFER TO KNOW THE ORIGIN OF THE FRUIT IN THEIR SNACKS.

68% OF SURVEY RESPONDENTS SAID IT WAS IMPORTANT FOR THEM TO KNOW WHERE THE INGREDIENTS IN THEIR SNACKS COME FROM.

SOURCE: JANUARY 2017 ONLINE SURVEY
BY WELCH'S GLOBAL INGREDIENT GROUP
N=300

When you eat snacks, how often do you do this alone?



59% of consumers say they frequently eat snacks alone.

FROM MOTHER NATURE

TALK ABOUT THE COWS, THE FARMS AND THE FARMERS



FOCUS ON THE INGREDIENTS

TASTING FLAVOR; INDULGENCE; ADVENTURE; SOURCING



CRAFT PROCESS

“ARTISAN, BATCH, HAND MADE



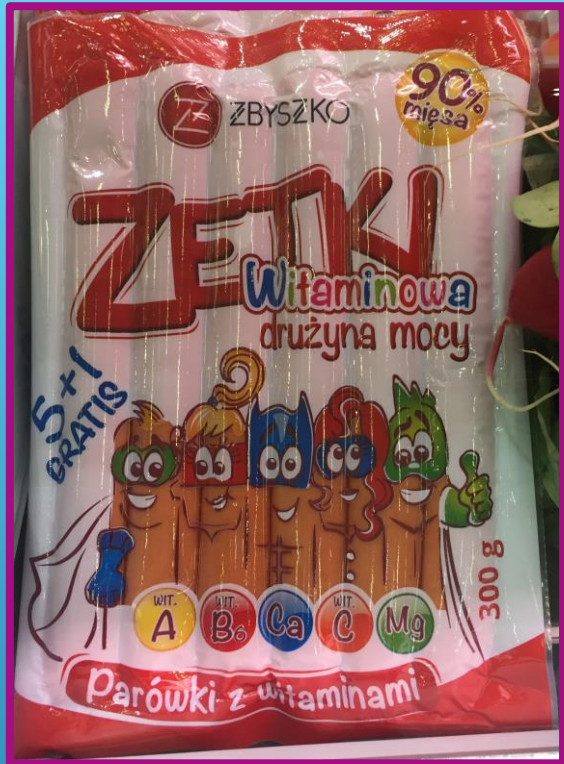
LIMITED EDITION AND SEASONAL

CREATE AN URGENCY TO PURCHASE





















ON-THE-GO • READY TO EAT!

EXCELLENT
SOURCE
OF PROTEIN

29g
PROTEIN

PEEL HERE



PRO-GO Plus

PROTEIN PACK

Delicious & Nutritious
5 ITEMS

- HARD-COOKED PEELED EGG
- Tribe[®] ROASTED RED PEPPER HUMMUS
- PRETZEL NUGGETS
- COLBY JACK CHEESE
- TRAIL MIX



I can do all things through
Christ who strengthens me.
-Philippians 4:13



KEEP REFRIGERATED
Do Not Microwave
NET WT 7.97oz (226g)

© Prime Foods LLC
Produced and distributed by
Prime Foods LLC, Boonville, IN 47601

Nutrition Facts

Serving Size: 1 Package (226g)
Servings Per Container: 1

Amount Per Serving	
Calories 700 Calories from Fat 400	
	% Daily Value*
Total Fat 44g	68%
Saturated Fat 15g	75%
Trans Fat 0.5g	
Cholesterol 230mg	77%
Sodium 980mg	41%
Total Carbohydrate 53g	18%
Dietary Fiber 6g	24%
Sugars 12g	
Protein 29g	58%

Vitamin A 15% • Vitamin C 2%
Calcium 40% • Iron 25%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g
Protein	50g	65g

Ingredients: Roasted Red Pepper Hummus (Cooked Chickpeas (Chickpeas, Water), Roasted Red Bell Peppers, Canola Oil, Tahini (Ground Sesame), Salt, Citric Acid, Spices, and Natural Garlic Flavor), Hard Cooked Egg (Eggs, Water, Citric Acid, and Sodium Benzoate), Colby Jack Cheese (Pasteurized Milk, Cheese Culture, Salt, Enzymes, and Annatto (Color)), Trail Mix (Peanuts (Peanuts, Canola Oil, and Salt), Chocolate Raisins (Raisins (Raisins and Sunflower Oil), Confectionery Coating (Sugar, Palm Kernel and Palm Oils, Cocoa Powder (Processed with Alkali), Nonfat Dry Milk, Dry Whey, Soy Lecithin (an Emulsifier), and Vanilla), Corn Syrup, Modified Starch (Tapioca), and Confectioner's Glaze), Almonds (Almonds, Canola Oil, and Salt), Pretzels (Enriched Wheat Flour (Wheat Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid), Canola Oil, Salt, Malt, Yeast, and Sodium Bicarbonate)
Contains: Milk, Egg, Wheat, Peanuts, Soy, Almond. May contain traces of other tree nuts.

PEEL HERE



naturipe
SNACKS

SWEET & CRUNCHY

with STRAWBERRIES & BLUEBERRIES, CINNAMON
ALMONDS & WHITE CHEDDAR CHEESE



Perishable / Keep Refrigerated

NET WT. 5.5 OZ (155g)

SEALED CUPS
CONTAINING
GREEK
YOGURT,
CRÈME FRESH
OR RICE
PUDDING.
WHY NOT
CHEESE???



14g
Protein

CHEESEWICH™



PEEL HERE

1 Slice Hard Salami
2 Slices Provolone Cheese



*cheese made from all natural ingredients**
**minimally processed, no artificial ingredients*

Ready To Eat

Nutrition Facts

Serving Size
1 Pkg (71g)

Calories 260
Fat Cal 200

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 22g	34%	Sodium 600mg	25%
Sat Fat 11g	55%	Total Carb 1g	0%
Trans Fat 0g	0%	Sugars 1g	
Cholest 70mg	23%	Protein 14g	

Vitamin A 10% • Calcium 30% • Iron 2%
Not a significant source of dietary fiber or vitamin C.

INGREDIENTS: PROVOLONE CHEESE (PASTEURIZED CULTURED COW'S MILK, SALT, AND ENZYMES), SALAMI (PORK, BEEF HEARTS, SALT, CONTAINS 2% OR LESS OF BEEF, DEXTROSE, FLAVORINGS, LACTIC ACID STARTER CULTURE, NATURAL SMOKE FLAVOR, SODIUM NITRITE, SPICES, SUGAR, VITAMIN C (SODIUM ASCORBATE), BHA, BHT, CITRIC ACID), SMOKE FLAVOR ADDED (BHA, BHT, CITRIC ACID ADDED TO HELP PROTECT FLAVOR). CONTAINS: MILK.

PACKED BY: ROSATY PACKAGING INC., LYONS, IL 60534



PROUDLY MADE AND PACKED IN THE USA



GF
gluten free



7 09893 01000 3

NET WT 2.50 OZ (71g)

KEEP REFRIGERATED







BUSSETO
FOODS

CALIFORNIA

SNACKIN'



SALAMI NUGGETS



MONTEREY JACK CHEESE



CALIFORNIA ALMONDS



SPICY SALAMI NUGGETS



KEEP REFRIGERATED

Net Wt. 8 oz (227g)

MADE IN USA



RECLOSABLE POUCH

TEAR HERE

AGED
OVER
9
MONTHS

Farmer Owned
Since 1909



No Artificial
Growth Hormones*

Tillamook®

SHARP WHITE CHEDDAR SHREDDED CHEESE

FARMSTYLE CUT

from the block, for richer flavor and smoother melting



2 CUPS
NET WT 8 OZ (227g)











































Chocolate Cake... Anytime. Anywhere.





IT'S TIME TO SNACKIFY

#1 TALK ABOUT THE COWS, THE FARMS AND THE FARMERS

#2 FOCUS ON THE INGREDIENTS

#3 DESCRIBE THE PROCESS

#4 CREATE AN URGENCY TO PURCHASE

“Most people will tell you what you cannot do. You must have thick skin. Expect no a lot. But don't stand for it.”

Andria Long, vice-president of innovation and consumer insight for Johnsonville

“Innovation is risky. Failure rates are high. You must be comfortable with ambiguity and uncertainty and using your best judgement. You are not always going to have the answers.”

Andria Long, vice-president of innovation and consumer insight for Johnsonville

“You need to disrupt, challenge and change. Whenever you see a successful business, someone once made a courageous decision.”

Andria Long, vice-president of innovation and consumer insight for Johnsonville

THANK YOU

PLEASE SIGN UP FOR YOUR
DAILY DOSE OF DAIRY
AT
BERRYONDAIRY.COM

