

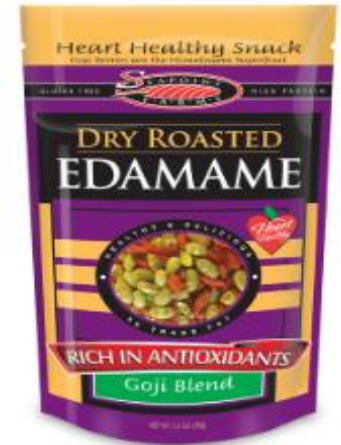


2017 Trend Watch: Snacks Redefined

February 2017

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- **Pulses:** Beans/legumes with chickpeas featured heavily, including roasted and toasted varieties, building upon the Year of the Pulse in 2016 and consumer interest in plant based foods.



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- **Vegetable blend or based chips and bites** such as beet chips, broccoli bites, or brussels sprout bites, jicama chips, cassava and plantain. With cauliflower trending, there are even more exciting innovations expected.



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- **Sprouted:** With the boom in pulse based snacks, brands can break out by sprouting the star ingredient, which enhances digestibility and nutritive value.

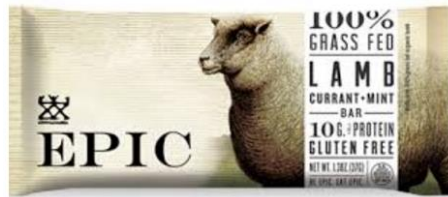


- **Ancient Grains:** Sorghum as a standout Gluten Free ingredient.



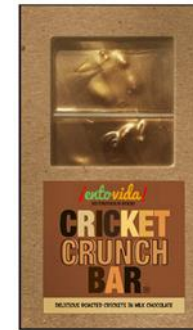
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- **High protein snacks** will continue to grow (including beverages), as snacking now dominates the “3 square meal” tradition. Whether one follows Paleo, Keto, or simply desires to manage insulin spikes, protein is an “it” ingredient. An emphasis on plant based protein aligns to consumer’s increased interest in plant based options. Beyond protein as a functional ingredient, we will continue to see growth in the use of **botanicals and probiotics/prebiotics as functional additions** to snacks.



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- **Insect protein** is becoming less of an oddity! While it is has not been an overnight star, **micro-livestock based snacks** appear to be gaining momentum.



- **Minimally processed plant based** snacks will continue to develop, aligned with the protein trend.



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- **Innovative, global, and adventurous flavors** will continue to gain steam in the spectrum of matcha, harissa, Thai cuisine mainstays, and black sesame. Also, dessert flavors will infiltrate typically savory foods such as hummus and seaweed strips.



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- **International ingredients** are taking a bit of the spotlight, as seen in Dang's sticky rice chips (which also happen to use watermelon* juice as the binder).

Watermelon Breakthroughs



*Note: Watermelon juice and seeds are becoming more frequently used in snacks and beverages.

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- **Waste based innovation:** Using ingredients which would typically be cast away to develop a new product, much like “ugly produce” being given new life in sauces, shows impressive innovation. Mission-driven brands such as Fruitcycle (cinnamon apple chips featured below) not only gives produce a second chance, but human beings.



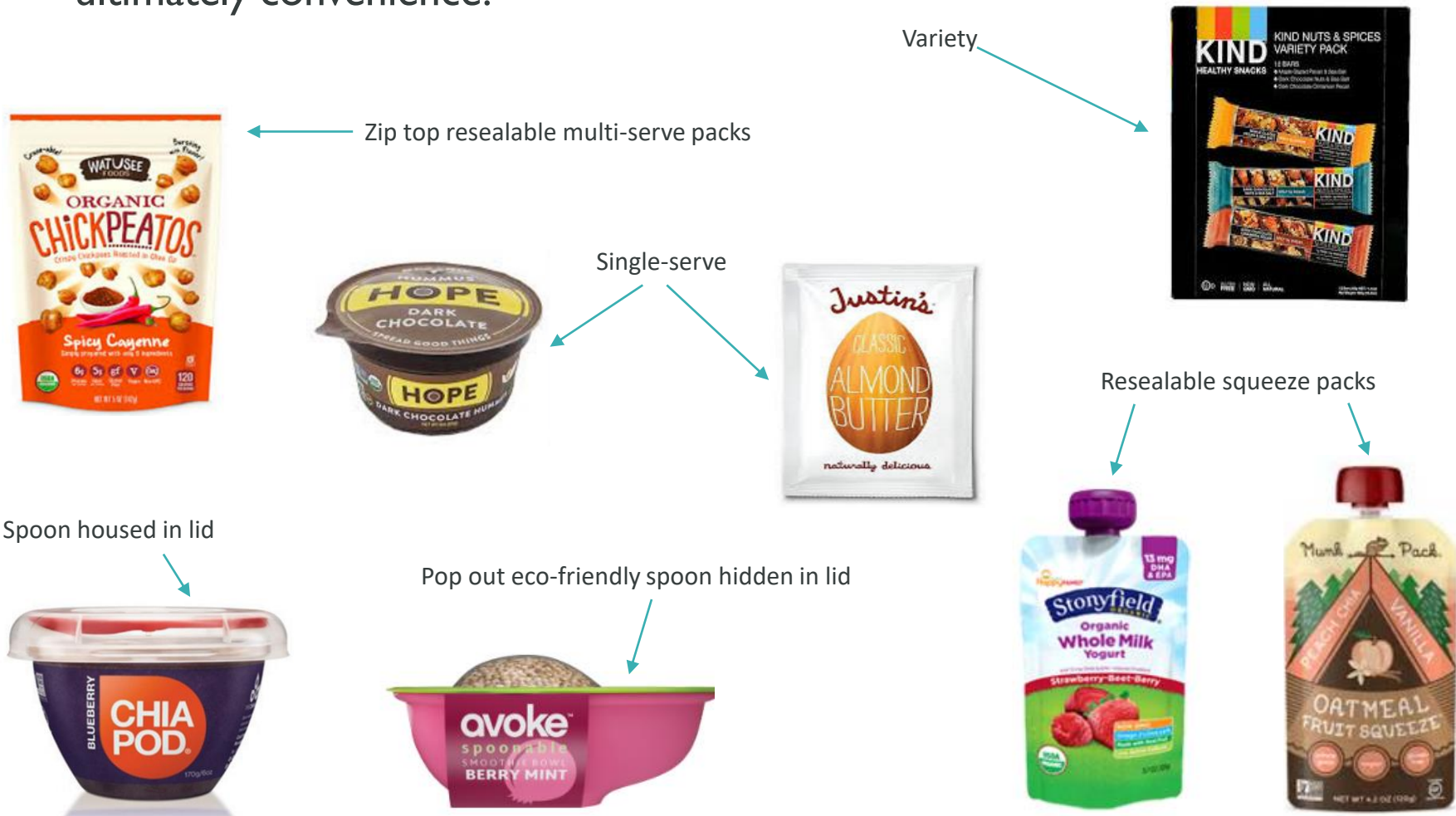
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- **Refrigerated snacks** are coming into play based on the perception of fresh from the outer aisles. Produce snack kits, deli/meat snack kits, smoothie bowls, drinkable soups, yogurt snack kits, and refrigerated bars are trends to watch. As part of this trend, it's valuable to mention refrigerated snacks such as guacamole and yogurt also play into the healthy fats trend.



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- **Packaging innovation** is manifesting across all snack trends and providing consumers with options for portability, variety, freshness, and ultimately convenience.



Thank You

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