

NATURAL PRODUCTS EXPO EAST



NATURAL PRODUCTS EXPO EAST REVIEW 2018

BARBARA BRUECKNER SHPIZNER



CONVENTIONAL WISDOM WATCH

“

The shared meal elevates eating from a mechanical process of fueling the body to a ritual of family and community, from the mere animal biology to an act of culture.

”

— Michael Pollan

Author, Journalist and Professor at UC Berkeley



NEXT-GEN SUPERFOOD

Move over kale, quinoa and coconut water. There are some new superfoods on the horizon that deserve to be household names.

CW: Foods that aren't just exceptionally good for you, but exceptionally popular.



CBD OIL



With the legalization of marijuana sweeping across the country, cannabinoids are quickly losing their stigma and becoming a staple.

CW: Hemp! What is it good for? Absolutely everything!



MUSHROOMS

Most consumers don't know a portobello from a shiitake but that's about to change with the growing number of 'shroom crusaders.

CW: Life's better on Shrooms!



ADAPTAGENS



We're drowning in emails, Twitter, Instagram and other busy work and don't have time to think.

CW: Ancient stress-busting botanicals for First-World Problems.



DISRUPTION FOR GOOD

Entrepreneurs start businesses because they are "on fire" with purpose and the vision of the world they are trying to create.

CW: A new & improved normal.





NEXT-GEN SUPERFOODS

If you thought superfoods had peaked, think again. Consumers want more nutrition from their food, and the demand for foods packed with high potency nutrition continues to grow. The humble blueberry may have been America's first superfood, but it was a short lineup of exotic fruits that planted the term "superfood" squarely in our vocabulary. Brands such as Pom Wonderful and XanGo built huge businesses in the '90s selling their antioxidant-rich superfruit concentrates to consumers on the promise of their products' inflammation-fighting benefits.

In the 2000s, the term "superfood" morphed to mean any nutrient-dense food, hence, the first generation of superfoods was born. Common foods like oatmeal, blueberries, salmon, and spinach were sought-after staples in kitchens across America. Next, the second generation arrived, and we were filling our plates with previously obscure foods like quinoa, chia and kale. Americans became kale crazy and kale became the poster-child of superfood that could be Instagrammed by both health-conscious cooks and foodies alike. And while turmeric lattes may be the current rage, health enthusiasts are busy searching for the next new superfood ninja promising to make us better inside and out.

Here are a few of my favorites:

OM™ ORGANIC REISHI MUSHROOM POWDER

<https://ommushrooms.com>

The reishi mushroom is considered the most magical of mushrooms, and one that almost everyone could benefit from. Often referred to as the immortality mushroom, reishi has been much revered as a healing ally for over 2,000 years in China and other parts of Asia. The Taoists monks, who were instrumental in the development of traditional Chinese medicine, considered reishi a powerful Shen tonic that nourishes the spirit.

Reishi, though edible, contain non-digestible fiber and have a woody texture. They are typically dried and ground down and made into tinctures and supplements. All it takes is a little bit of the powder added daily to juice, tea, coffee, smoothies, or other recipes for this mushroom to do its work.

Om claims that their 100% Certified Organic Mushroom Powders single species and functional mushroom blends have their own unique benefits in naturally aiding wellness, sports performance and recovery. The company grows and manufactures the products in their own plant in Carlsbad, CA.

Ready for Reishi Mushrooms?



*A New Breed of Superfoods
Cooking Essentials*



LA TOURANGELLE ROASTED NUT OILS

<https://latourangelle.com/our-company/french-heritage>

Not all fat is created equal. And, certain types of fat can add essential nutrients to the diet. Nut oils are the new breed of superfood cooking essentials, with cold-pressed almond, cashew, walnut, and hazelnut oils set to be a healthier alternative to the average olive, vegetable, or sunflower varieties. According to Dr. Perricone, a highly successful celebrity doctor known for his anti-aging advice, most of the fat in nuts consists of the polyunsaturated omega-3 and omega-6 varieties that reduce blood cholesterol levels. He claims that numerous clinical studies have found that almonds, hazelnuts, macadamia nuts, peanuts, pecans, pistachio nuts and walnuts all reduce total cholesterol and LDL-cholesterol in people with normal-to-high cholesterol levels.

La Tourangelle has its roots along the Loire river in France. After a century and a half of producing artisan nut oils, the company made its way to California's Bay Area to recreate their French artisan oil mill. The mill was custom-made, and the American staff were trained by an oil-roasting artisan from France. Today, La Tourangelle produces outstanding artisan nut oils using the same cast-iron pots to roast their nuts as the pots used in their original French mill. La Tourangelle's nut oils are great on salads, and their pistachio oil is especially fabulous on ice cream.

The Next Generation of Superfruits are Ripening

AMAFRUITSTM ORGANIC FROZEN SUPERFRUITS FROM THE AMAZON

<https://www.amafruits.com>

Virtually unknown outside of Brazil two decades ago, Acai bowls are now one of the fastest growing trends on social media. You might say that acai is an international celebrity riding the wave of rainforest chic. But acai is the tip of the iceberg when it comes to Amazonian superfruits. In the depths of the Amazon rainforest, indigenous populations have appreciated nutrient-rich superfruits' healing properties for centuries.

Amafruits, originally established to offer authentic Brazilian-style açaí, today sells a variety of hand-picked, organically-grown superfruits, in addition to açaí: Acerola Cherry, Cupuaçu, Goiaba (aka Guava), Graviola Soursop and Pitaya—delivered straight to you from the Amazon rainforest. Pureed and freshly frozen in easy-to-use smoothie packs, the pure, all natural fruits are convenient, healthy, and tasty. All you do is add water and blend for smoothies. As for which one will capture America's imagination in the same way that acai, pomegranate and gogi berry did, we will have to wait and see.



Are seaweed snacks the next kale chip?

GIMME HEALTHY FOOD'S ORGANIC SEAWEED THINS

<https://www.gimmehealth.com>

The versatility of seaweed was on full display at Expo. The superfood showed up in numerous snacks: toasted and sprinkled over popcorn at Living Intentions, transformed into Seaweed & Mushroom Broth at Brodo. Nora, Asia's #1 seaweed snack, is now available in North America, and Annie Chun, founder of gimMe (pronounced Jee-me), has rolled out crispy layered seaweed thins. Chun sold her first company, Annie Chuns, to South Korea-based CJ Foods in 2009 and started gimME Health Foods to focus on the seaweed market.

Chun and her partner Steve Broad have built one multi-million dollar business, and they are on the road to doing it again. Seaweed snacks are a sustainable and widely available plant-based superfood that's finally gaining popularity among health-conscious Westerners. And, according to Chun, seaweed has the highest density of vitamins and minerals of any vegetable on the planet. Just like any other plant food, the quality of nutrients can vary depending on where it was grown. gimME's premium organic seaweed is cultivated in the chilly waters of Jang Heung Bay, the region of Korea's Yellow Sea famous for producing the world's finest seaweed. GimMe's crispy delicious seaweed is available in Almond Sesame, Toasted Coconut and Sriracha Almond varieties.





CBD OIL

CBD is a hot topic. Recently, the New York Times headline read: CBD Is Everywhere. The article went on to say that it is hard to pin down the precise moment when CBD went from being a fidget spinner alternative for stoners to a mainstream panacea. Despite a government ruling earlier this year declining to protect CBD from federal law enforcement, CBD oil has become one of the latest wellness fads in states that have legalized marijuana.

CBD is found in the hemp oil from the whole plant and supports the systems it interacts with by promoting healing as part of harm reduction. CBD may be the new aspirin. Aspirin works on everything from fever, cold, flu and headache to prevention of stroke and heart attack. CBD also works on all the systems that aspirin does, but moves beyond the level of aspirin. CBD can help people with arthritis, but it can also assist with anxiety and depression; it can even help people who are trying to do better in life but have difficulty with social interactions. In Dr. Aliffe's words, "CBD helps a human being become a better human being." Can aspirin do that?

Many Americans first heard about CBD in the 2013 CNN documentary, *Weed*. *Weed* told the story of a five-year-old girl named Charlotte who suffered from Dravet syndrome, a rare and life-threatening form of epilepsy. Charlotte had 300 grand mal seizures a week. In desperation, after other treatments failed, her parents treated her with CBD oil, which to their surprise resulted in almost complete eradication of her seizures. Earlier this year, the U.S. Food and Drug Administration unanimously recommended the approval of the CBD medication, Epidiolex, to treat both Lennox-Gastaut and Dravet syndromes in patients two years of age and older. This was BIG news, since it's the first time the FDA approved a drug derived from the hemp or marijuana plant.

It will be a while before we fully understand the endocannabinoid system (or even how to pronounce it!), and how these discreet cannabinoids work. Currently there's limited research available on the effects of CBD, but we are living in a time where human need is driving science and driving the market.

Here are a few of my favorites:

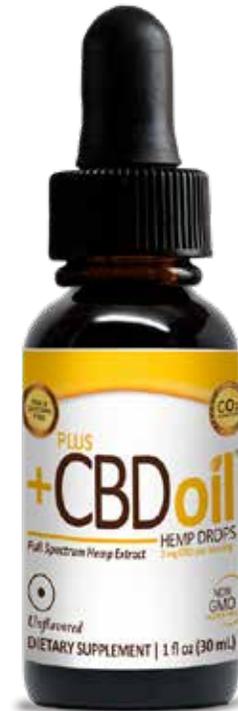
CV SCIENCES PLUS CBD OIL™

<https://cvsciences.com>

CV Sciences, Inc. (CVSI) is a supplier and manufacturer of hemp-derived phytocannabinoids including CBD oil, and developer of specialty pharmaceutical therapeutics. CVSI, named as one of North America's fastest growing companies on Deloitte's 2017 Technology Fast 500™ list, grew 403% in sales from fiscal year 2013 to 2016. CVSI operates two distinct business segments: a drug division focused on therapeutics utilizing synthetic CBD, and a consumer product division that sells plant-based CBD products to a range of market sectors. CVSI is the top-selling brand of hemp-derived CBD oil for consumers in the natural products industry. And for good reason: CVSI has developed a responsible global supply chain, and uses the whole plant to produce a full-spectrum CBD oil that gives an "entourage effect." Numerous hemp compounds have medicinal attributes, but the therapeutic impact of whole-plant hemp is greater than the sum of its parts. CVSI's PlusCBD Oil offers a growing line of products in a variety of delivery systems. CVSI launched PlusCBD Oil Gummies at Expo which could be a big winner for them, assuming that these products are kept out of the hands of children.

This month CVSI partnered with the Rodale Institute, Patagonia, and Dr. Bronners on organic and industrial hemp research. The Rodale Institute is the nation's leading organic farming institution, dedicated to pioneering organic farming through research and outreach.

The Hemp Business Journal suggests that the market for CBD derived from industrial hemp will grow from about \$50 million in 2014 to \$736 million in 2020 and projects it to grow to \$3 billion by 2021.



Is Hemp Cannabis the Healing Opportunity of our Time?



Dedicated to Whole Plant Healing

FUNCTIONAL REMEDIES HEMP OIL

<https://functionalremedies.com/pages/how-were-different>

Functional Remedies is a leader in the genetic research and cultivation of sustainably grown hemp. Functional Remedies claim that their unique, proprietary hemp strain provides the most potent and effective raw hemp flower on the planet. They grow their plants outdoors, using strict, all-natural, sustainable farming practices that are good for land, plants and people.

All hemp is not equal. Low grade industrial hemp from Europe, China, and Canada has mostly low in phyto-compounds and is often full of impurities including toxic heavy metals. Functional Remedies' superior hemp is bred for high purity and nutritional value, yielding the broadest spectrum of supporting phyto-compounds, flavonoids, and terpenes, providing whole plant extraction with the highest bioavailability.

They place great emphasis on their sustainable and proprietary Full Spectrum infusion process. The process slowly infuses the CBD and the other cannabinoids without the use of solvents or chemicals. They adhere to standard protocols for pure plant essentials at every stage of the plant-to-oil process, from cultivation to infusion and handling to production.



MUSHROOMS

Mushrooms have been a staple among hard-core health enthusiasts for decades, but now they're starting to have a real moment among mainstream consumers. Take a scroll through Instagram and you'll find all sorts of drinks and supplements starring mushrooms. The question is, why now? Well, for starters we've come to discover that mushrooms are adaptogens and immunomodulators, and that they contain key polysaccharides, beta-glucans, and terpenoids. For Westerners who view mushrooms mainly through a culinary lens, the idea of mushrooms as medicine is relatively new.

In *Mycelium Running: How Mushrooms Can Help Save the World*, author Paul Stamets makes the case that mushroom farms can be reinvented as healing arts centers, steering ecological evolution for the benefit of humans living in harmony with its inhabitants. The book spans a wide variety of topics, emphasizing the digestive power of mycelium to strengthen sustainability of habitats while providing a multitude of biological benefits. Stamets is a renowned American mycologist and advocate of bioremediation and medical fungi. He has been discussing the medical evidence for many mushroom varieties - from the ability of lion's mane to regrow nerve cells and prevent dementia, to strong evidence that turkey tail mushrooms help our immune system fight cancer.

Mushroom sales are way up globally, but it's the medicinal mushrooms such as cordyceps, reishi, shiitake and chaga that are commanding super shroom status right now. Traditionally used to support wellness as an ingredient in dietary supplements, they're now being given star billing in products across categories with coffees, smoothies and teas leading the way. These functional mushrooms are also featured prominently at wellness cafes. In trendy LA, Lifehouse Tonics features a Shroom Shake made with cashew milk soft serve and fungi fudge. (I'm told that it tastes much better than it sounds.) Additionally, The Shroom Room, a medicinal mushroom cafe, is bringing ancient mushroom wisdom to modern lifestyles.

Here are a few of my favorites:

Want a Caffeine Boost without the Acidity?

FOUR SIGMATIC ORGANIC MUSHROOM ELIXIRS

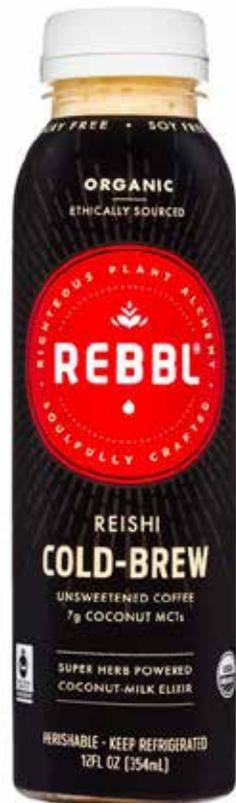
<https://us.foursigmatic.com>

Thirteenth-generation farmer-turned-mycologist and self-styled “funguy” Tero Isokauppila grew up foraging mushrooms with his mother in rural Finland. In his book, *Healing Mushrooms: A Practical and Culinary Guide to Using Mushrooms for Whole Body Health*, Isokauppila tells the story of how he used foraged mushrooms for cooking but didn’t learn about the medicinal or psychedelic properties of mushrooms until much later. After studying chemistry and plant-based nutrition at Cornell University, he founded Four Sigmatic, whose shroom-infused coffees are sold in a number of places and are the number-one bestseller in the cold-brew coffee sector on Amazon.

Mushroom coffee became the gateway item – Isokauppila equates it to the California roll of the fungi kingdom – allowing the company to introduce mushrooms in a simple and delicious way. Isokauppila claims that many coffee drinkers who take their coffee with milk enjoy drinking mushroom coffee black. This is because the mushrooms neutralize the coffee acids, resulting in a milder brew that’s easy on the stomach and taste buds. As it turns out, the indigenous people of Finland have been turning mushrooms into a drink mix for thousands of years. Four Sigmatic Mushroom Elixers are varieties of mushrooms in powdered-drink-packets that dissolve in hot water.



The Next New Wave of Sports Drinks



REBBL ORGANIC REISHI COLD BREW COFFEE

<http://rebbbl.co>

There's a new generation of functional drinks that appeal to consumers today versus the previous class of sugary or caffeine-fueled sports drinks from a few decades ago. Rebbbl coconut milk-based drinks with herbs and plants is one example. The brand, whose name is the acronym for roots, extracts, berries, bark and leaves, appears to be undeterred by the heavy competition it's facing from other upstart drink companies. Fresh off an infusion of capital from Cavu Ventures earlier this year, Rebbbl is expecting to grow at a rate of 70% by the end of 2018. This means that many more consumers will soon experience Rebbbl's reishi cold brew coffee and chocolate latte. Reishi is tough to formulate with because of its bitter flavor; but its natural earthy taste blends well with cocoa and coffee.

SAVORY WILD PORTABELLA JERKY

<http://savorywild.com/>

It was inevitable that the plant-based movement would affect the world of jerky sooner or later. Several companies are rolling out tasty meatless alternatives in the jerky category. Pan's Mushroom Jerky was born out of a Malaysian family recipe, and Pennsylvania-based Shrooms Snacks Mushrooms made waves with their arsenal of mushroom jerky, crispy splits and bars. Giorgio Foods has entered the fray with a line of portobello mushroom snacks called Savory Wild. All of the jerky brands had a texture and mouthfeel similar to beef jerky, but Giorgio's may just be the best tasting mushroom jerky out there. Giorgio's knows something about mushrooms -- their family-owned business has been growing high-quality mushrooms for three generations. I'm not surprised that Giorgio selected portabella mushrooms for their new jerky. Mushrooms have long been the go-to-substitute for meatless recipes, and the proud portobello is iconic. I think you'd be hard pressed to find someone who doesn't know that grilled portobellos make for an ultra-satisfying meatless burger. And now jerky.

What's the Deal with the New Veggie Jerkys?





ADAPTOGENS

Adaptogens are a class of plants that are known to help the body cope with physical and mental stress. These plants have been used in herbal medicine for centuries, and are enjoying a renaissance today. Long-term chronic stress leads to adrenal fatigue, and can cause more serious problems. Phytotherapy, the use of plants for their healing ability, is thought to be a promising approach to expanding the body's capacity to handle the stresses of modern life.

Our modern lifestyle is forcing our bodies to adapt to an unnatural environment. We're drowning in emails, uncertainty, and over-exposure to environmental toxins. Never before in history have we had the opportunity to hear so much bad news, and let's face it -- we're not programmed for this.

A recent New York Times Magazine article, America's New "Anxiety" Disorder, points out that we are steadily becoming more apprehensive than ever, with - according to the National Institute of Mental Health - 18% of people experiencing actual anxiety disorders in any given year. Add to that, a large portion of our population suffers from generalized anxiety all the time.

The surge in popularity of adaptogens is largely due to the fact that Americans are sick and tired of being sick and tired. Adaptogens help you cope with common symptoms of living in the modern world and make you more resilient in all facets of life. There is a big caveat, however - there's little research to back up these claims. What adaptogens have going for them is centuries of use with positive feedback from users. And while it's fashionable to add adaptogens to a drink or snack bar, these have minimal effects and you're not going to see the benefits from a single use. Rather, adaptogens are a commitment. It takes consuming adaptogen powders or pills daily over a period of several months to really believe.

Here are a few of my favorites:

4TH & HEART TURMERIC GHEE

<https://fourthandheart.com>

Ghee is a kitchen staple in Indian kitchens, and is becoming more prominent in the West as its virtues continue to be revealed. Health-conscious consumers are increasingly seeking high quality nutritional oils to supercharge their diets. Ghee occupies a unique space in this category. Unlike most unrefined cooking oils, this ancient Ayurvedic butter oil is highly resistant to rancidity and sports a very high smoke point, making it well-suited to an endless list of high-heat applications, from baking to buttered coffee. Think of ghee as butter 2.0.

Fourth and Heart has been making artisanal ghee in delicious flavors since 2015. Raquel Tavares, founder and CEO, explained that they make their ghee the traditional way, by cooking it slowly, then filtering the golden butter oil through a sieve to remove the milk solids. Fourth and Heart takes the process a step further, infusing its ghee with delectable flavors like Madagascar Vanilla Bean, Himalayan Pink Salt, garlic, and chocolate. The company has been growing rapidly, raising \$1 million from Circle Up in 2016, a strong vote of confidence that they were a winner in a fast-growing sector. According to Circle Up, Ghee is the fastest growing category in the \$10 billion butter and butter replacements category, expanding 30% year over year.

Turmeric is an adaptogenic herb and according to Ayurveda tradition, it is considered a superfood among the upper echelon of spices. But here's what Indian cooks know about turmeric that Westerners don't: one of the best ways to consume and absorb turmeric is to take it infused in ghee, since this increases the bioavailability, allowing for easier assimilation.



Turmeric and Ghee: A Natural Act

The World's Most Powerful Adaptogen



ORGANIC INDIA TULSI TEAS

<https://shop.organicindiausa.com>

Organic India is a multinational company founded in 1997 by Bharat Mitra and Bhavani Lev (née Holly Bronfman, heiress to the Seagrams fortune) in Lucknow, India. The company started as a trading company with a passion to share the wisdom of India and Ayurveda with the western world. When the founders began to explore what it would take to grow their own organic herbs, they came face-to-face with the damage that chemical companies had inflicted on Indian farmers. So, the initial mission to be a conscious trading company led to a higher purpose of co-creating an organic revolution in India.

Tulsi (or holy basil) is known for its ability to help the body deal with stress. This herb is grown throughout India, and is part of the mint family. It has been used for centuries in traditional Ayurvedic medicine as an adaptogenic herb; meaning that it is anti-inflammatory and antioxidant. I give a lot of credit to Organic India for the growing popularity of tulsi worldwide, as tulsi is considered the world's most powerful adaptogen in the natural medicine community.

Flash forward 20 years, and Organic India teas and herbal medicines are now sold throughout India and America, and in 40 countries around the world.

OM ORGANIC MUSHROOM NUTRITION

<https://ommushrooms.com>

Om is an acronym for Organic Mushroom, but also a familiar mantra to yoga-practicing Americans. Health enthusiast Sandra Carter, M.A., M.P.H., PhD and Steve Farrar, co-founded Om in 2011 to spread the word about medicinal mushrooms. Designed to elevate the mind, body and spirit, Om's products utilize the power of ten healing species of mushrooms in single species powders and powder blends, to give people the health benefits of mushrooms. Om products take advantage of the mushroom's full spectrum life-cycle. The complete fungal material consisting of all the biologically active components, including the mycelium, primordia, fruit bodies and the extracellular compounds produced throughout the life cycle of the organism. It's these extracellular compounds that are mainly responsible for the medicinal properties.

The sales for food products incorporating medicinal mushrooms have been mushrooming (I couldn't resist) for the past several years, and are expected to grow aggressively into the early 2020's.



Will Trendy Medicinal Mushrooms go Mainstream?

Dream it, Plan it, Practice it, Do it.

PERFORMANCE TEA ADAPTOGENIC TEAS

<https://www.performancetea.com>

Joe Gagnon is an entrepreneur, innovator and transformation guy. He is also the founder of The High Performance Life (THPL), a philosophy and set of techniques for mental toughness, creative problem solving, leadership, and personal effectiveness. He primarily focuses the areas of life, learning and fitness for personal fulfillment and improving human performance. In 2017, Joe ran six marathons on six continents on six consecutive days. Wow! I met Joe at Expo, and he very convincingly shared with me how these adaptogen teas helped him achieve this remarkable physical feat. Joe doesn't just believe in adaptogens, he's so passionate about them that he currently serves as the CEO of Performance Tea. These are not just teas - these are adaptogenic teas that help the body adapt to the stresses it faces every day.



DISRUPTION FOR GOOD

“Ring the bells that still can ring
Forget your perfect offering
There is a crack in everything
That’s how the light gets in.”

- Leonard Cohen

Leonard Cohen, the legendary Canadian poet and singer, is well-known for the powerful lyrics of his song Anthem, on the 1992 album The Future. The message, of hope in darkness, is particularly striking in the wake of trendy upstart brands disrupting legacy companies on an unprecedented scale. Chobani is now the brand leader in the yogurt category and KIND sells more bars than Kellogg’s sells Special K. There’s a laundry list of consolidation, and numerous examples of disrupting the disrupted. With so much change underfoot, it’s clear that disruption is the new normal.

Notable social progress throughout history always started with an innovation. Entrepreneurial innovation is driving disruption in the food industry, and it’s responsible for the current state of the plate. Who these days can look a potato in the eye and not wonder what it’s all about? Millennials, sometimes dubbed Generation Nice, collectively favor companies that promote the values of good citizenship. And, they are very much about being good citizens as opposed to simply being conscious consumers. Regarding food, it’s less about self-promotion and more about empathy and having an open-minded, heart connection to others – it’s about community. Young entrepreneurs are redesigning every category in the industry in response to societal demand and practices.

Here are a few of my favorites:



CECE'S VEGGIE CO. ORGANIC BUTTERNUT SHELLS & CHEESE

<https://cecesveggieco.com>

According to the CDC, Americans don't eat anywhere near enough fruits and vegetables daily. Value-added vegetables have been sold for decades – consider baby carrots and bagged lettuce. But Cece's is disrupting the produce section by creating a new category of ready-to-eat meal solutions made from 100% organic vegetables.

Mason Arnold is a serial entrepreneur with fresh food, organics and sustainability always at the core. His current venture, Cece's® Veggie Co., is a pioneer in making high-quality, fresh pasta out of vegetables. Arnold's tells the story of how he got the inspiration to start the company because of his daughter Cece's gluten allergy. He didn't want her to miss out on the delights of pasta, so he bought a spiralizer and went to town making raw veggie spirals. Cece more than approved of the fun veggie spirals, and Cece's was born. Cece's innovative veggie products have earned awards from the leading produce industry trade associations, the United Fresh Produce Association and the Produce Marketing Association.

Cece's unveiled their newest veggie innovation this fall – Organic Butternut Shells & Cheese and Organic Butternut Shells & Vegan Cheez. The company previously sold Butternut spirals and Butternut veggiccine, so why not take it one step further and do a veggie version of a well-loved dish? With Cece's Veggie Co., your daily dose of veggies is just a twirl away.

A Serial Disruptor Does It Again



WILDSCAPE

<https://www.wildscapefood.com>

Over the past decade, frozen foods sales have declined as consumers avoided products that they perceived were out of alignment with their values. Now, as major CPG companies are retooling their classic portfolios, there's been a slight uptick in sales of frozen foods. According to Nielsen data, the frozen food category is \$51.2 billion with frozen meals and appetizers representing approximately 35% of the category. That's a whole lot of retooling.

So how do large CPG companies attract busy, health-conscious young adults? Nestle might say: Accelerate innovation to create amazing new options, or invest in startups that are shaking up the industry. Wildscape, which was created by an entrepreneur within Nestle, is an example of a new innovation model called "internal incubators".

Wildscape is a line of six frozen food bowls designed to taste like fresh. They are uniquely creative, culinary-forward varieties that "look and feel as good as it tastes" according to Emily Hoffman, co-founder and marketing manager of Wildscape. She and her team came up with the concept as part of one of Nestlé's internal incubators, which gives small teams a fixed budget and encourages them to go outside of the company's doors.

All the meals were delicious. Leading edge varieties like Gochujang Cauliflower, Chimichurri Chicken, Peri Peri Portobellos and Bourbon Braised Pork all contained large chunky vegetables, hearty whole grains and lots of bold flavor. The meals are packaged in microwavable, dishwasher safe, reusable opaque bowls – no box, no tray, no pictures. No need... the food speaks for itself.



Making Frozen Meals Cool Again

PATAGONIA PROVISIONS

<https://www.patagoniaprovisions.com>

In the past 40 years, Patagonia has become one of America's most respected outdoor brands. In 2012, they were the first California company to sign up for B Corp. certification, a private endorsement issued to for-profit companies that meet standards of excellence for social sustainability and environmental performance.

In the essay, *Why Food? How a Clothing Company is Aiming to Fix Our Broken Food Chain*, Patagonia founder Yvon Chouinard explains, "The tradition and culture of food have always been important to us at Patagonia. On our many travels, the meals – cedar-planked salmon with First Nations friends in BC, tsampa in yak-hair tents in Tibet, asado and chimichurri with Patagonian gauchos – become a vital part of the experience. What we eat does more than just fill our stomachs and nourish our bodies; good food lifts our spirits and helps us understand the world a little better."

Chouinard founded Patagonia Provisions with the mission to inspire solutions to the environmental crisis. Patagonia's commitment to regenerative organic agriculture started 20 years ago when they started sourcing organic cotton for their apparel line. Chouinard hopes that by supporting farmers and ranchers who embrace regenerative organics, we can reduce humanity's impact on the environment and reverse the damage we've done.

Patagonia Provisions currently sells a wide range of foods, including organic breakfast grains, bars, wild salmon, soups, savory grains and jerky.

Companies Using Their Profit for Good





**SUSTAINABLE.
INNOVATIVE.
WHOLESOME.
RESPONSIBLE.**



Barbara Brueckner Shpizner is a professional food developer at Mattson—the country's most experienced, independent developer of new food and beverage products for the retail foods industry, as well as food service and restaurant chains. Barbara's career in the food industry spans 38 years, with the last 18 years focused in the natural and functional food channels. Barbara's expertise at Mattson includes innovating and developing products for some of the nation's largest companies along with many mid-size companies, startups and international food companies. After more than three decades, her vast knowledge of the food industry has given her a better understanding for how the food we eat contributes to our basic quality of life—from our health to our happiness.

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Mattson is North America's premier food and beverage design and development firm. We help companies fully realize their innovation potential with consumer-driven whitespace identification, new concept development and optimization, prototype development, branding and package design, scale-up, and commercialization. We take clients from strategy to market readiness. We work for startups, mid-size companies, and billion dollar+ multinationals, across all channels, technologies, and need states.



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