

FAST FACTS FROM FONA: TRENDS IN THE PANDEMIC ENVIRONMENT

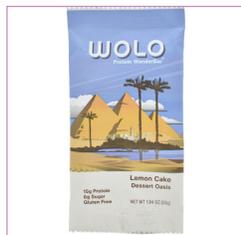
We're continuing to keep our finger on the pulse of how the COVID-19 pandemic is affecting the food and beverage industry. As we discussed earlier this month, we know that consumers are stocking their pantries and safety is a top priority—we are now seeing that consumers are seeking ways to be proactive with their immunity and staying active in the kitchen to not only feed their families, but also to find joy in these uncertain times. Let's take a closer look at the trends we are spotting this week.

IMMUNE BOOST

Consumers are looking to be more proactive about their health and boost their immune systems. A social listening search for “immunity” is showing a 134% increase in posts from just one month ago, with an average of 22 mentions per minute according to Infegy Atlas.

There are limited food and beverage products on the market today with an immunity claim. In the past 5 years there have been less than 1% of food products and less than 2% of beverage products launched globally with an immunity claim, according to Mintel. Most of the products with an immunity claim sit within the healthcare space. This shows a definite whitespace within the food and beverage market.

Here are few products we are spotting on the market today:



WOLO LEMON CAKE DESSERT OASIS BAR: this bar is described as a portable snack bar packed with special nutrition and made for savvy travelers. It provides turmeric, vitamin C and zinc to boost the immune system on the road and is high in protein. This product is significantly outperforming its subcategory and rated as convenient, unique and filling by consumers in Mintel's Purchase Intelligence.



NUMI ORGANICS DAILY IMMUNE SUPPORT SUPER SHOT POMEGRANATE, ELDERBERRY & CAYENNE: This shot is said to be made with real ingredients powered by nature. It contains power fruits including pomegranate and elderberry, super herb like rooibos and beneficial spices such as cayenne and cinnamon. This product is significantly outperforming its subcategory and rated as convenient, unique and healthy by consumers in Mintel's Purchase Intelligence.



NUT-RITION IMMUNE SUPPORT POWER SQUARES: The squares are made with cashews, pecans, cranberries, pumpkin seed kernels and sunflower seed kernels. Contains a good source of vitamin E, zinc, copper and selenium which are said to work together to help support normal immune health as part of a balanced diet and healthy lifestyle. This product is outperforming its subcategory and rated as healthy, natural and premium by consumers in Mintel's Purchase Intelligence.

KITCHEN QUARANTINE

As consumers are setting deeper into their new normal, they are now cooking three meals a day with their dishwasher working on overtime. 44% of consumers are stating they are cooking more than before according to a recent study from Morning Consulting. They are learning new skills and have turned to Google to answer questions like “can you freeze” to ensure their bulk shopping lasts as long as possible. Cooking has not only become a necessity but also a way to reduce anxiety, feed their families and an escape and hopefully they are able to have a little fun while doing so.

Here are a few things consumers have been up to:



DIY AT HOME KITS—Companies like Sprinkles Cupcakes, Dunkin and even your local mom and pop pizza parlor are giving consumers the tools they need to create make their own. These kits include everything you need to make items like pizza or decorate cupcakes or doughnuts right in their home kitchens.



VIRTUAL PASTA MAKING FROM ITALIAN GRANDMA IN ITALY— An 84-year-old Italian nonna just outside of Rome is no exception to bringing a little bit of lightness and brightness over the internet by leading virtual pasta-making classes. Run by Nonna Nerina and her granddaughters, “Nonna Live” allows anyone to livestream a two-hour cooking class for just \$50 as reported by Insider.



PANTRY PODCASTS—Cookbook author Samin Nosrat is hosting podcasts in her kitchen and answering questions about how to cook with items consumers are finding in their pantries.



INSTAGRAM LIVE—Food Network chefs such as Jeff Mauro, Katie Lee, Ree Drummond are using Instagram live as a way to show live cooking demos and step-by-step tutorials on how to make a specific recipe. From banana bread, broccoli cheese soup, chili and even oatmeal cookies—the ultimate comfort foods are on the top of their minds too!



HOSPITAL MEAL CHAINS—Not necessarily in their own kitchen, but some communities are expressing their gratitude to local emergency rooms by creating a meal chain and using local restaurants to deliver food to ensure those on the frontlines are well fed.

LET'S TALK

At FONA, we're here to help you fill your critical role in uncharted territory.

Call 630-578-8600 or visit www.fona.com/chat