These days, consumers are, well, concerned. Between the COVID-19 pandemic, civil unrest, economic concerns and the upheaval of daily life – they have reason to be. How do you move forward as a food, beverage or wellness brand when your consumer is facing so much change? How do you do what you do best – bring comfort and nourishment to your consumers?

LET'S TALK THROUGH SOME IDEAS WE HOPE WILL HELP.
Comforting & Nourishing Consumers in a Changing World

4 WAYS TO KEEP DOING WHAT YOU DO BEST

1. Adapt & React Transparently

When the going gets tough, the tough open up. OK, that might not be the traditional phrase, but it’s an idea that serves brands well in an environment of unexpected change. Instead of shrinking away, face what’s coming head-on. Openly communicate the ways your brand wades through uncertain waters to instill consumer confidence.
COVID-19 has shined a spotlight on the supply chain like never before, as empty shelves led consumers to consider product origins. Similarly, the risk equation has changed for some brands. Many food, beverage and healthcare manufacturers are becoming more risk-adverse and bringing their supply chain home domestically.

Assess the Risk in Your Supply Chain

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We’ve talked about it in several insight pieces recently (visit www.fona.com/insights): the COVID-19 environment is amping up consumer focus on health and wellness. This move toward well-being is all-encompassing, as we see consumers put a focus on their nutrition, particularly immunity and mental health. Every segment of consumer has moved to a greater focus. No matter your segment, your development strategy should keep this shift in mind.

Think Wellness

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Bring Comfort & Experience

The focus on health does not mean consumers only want low-calorie, fat-free options. Rather, it’s the whole self that consumers are feeding. There is growth in premium products, indulgence and flavors and tastes that deliver an experience. How can you bring comfort and a new taste experience to your consumer?

We can partner with you to help navigate change in the consumer world. Connect with us today!

FEEDBACK@FONA.COM
WWW.FONA.COM/CHAT
I hope each of you and your loved ones are safe and healthy. As we reflect on 2020 so far, it’s fair to say that it’s been a year unlike any other. Yet there is so much that fills me with hope and excitement for the future. When people come together, there’s nothing we can’t do.

I’ve seen the food and beverage industry work tirelessly to deliver consumers what they need to thrive and stay strong. You’ve found different ways to win, for your business and for those consumers you serve. We understand the work that you do is so important, and it’s our honor to help you in that mission. I’ve watched as the wonderful FONA Family has innovated and driven forward. Their motivation is to help you deliver, to help you grow. They’ve done this while taking care of their families, and taking care of each other.

FONA and our amazing customers are winning through innovative new techniques, technologies, and habits. Of course, it all looks a little different than it did a year ago. As we look to the future, we’re committed to finding even more new ways to help you win. We’re committed to securing positive outcomes for you, and for your growth.

Lean on us – we’re ready. We’d love to hear from you. Reach out to feedback@fona.com and let us know what challenges you’re facing.

Chairman’s Corner
HELPING YOU FIND NEW WAYS TO WIN

FONA appoints three new Vice Presidents

FONA has appointed Rebecca Wagner Vice President of Growth Platforms, John Fishel Vice President of Beverage and Tonya Hubbartt Vice President of Human Resources.

“Becky, John and Tonya each exemplify FONA values and are subject matter experts in their respective fields,” said Chief Operating Officer Jeremy Thompson “Not only have they led FONA to success through important wins and promoting cultural development, but they also have become mentors and leaders to many throughout the organization.”

Becky Wagner, FONA employee since 2006, was promoted to Vice President of Growth Platforms where she will continue to build customer loyalty, leading tolling and driving growth for high tech solutions such as TrueTaste®, a patented flavor technology.

John Fishel, employee since 2008, will take on the role of Vice President of Beverage, where he will have direct responsibility for the Beverage Solutions Manager as well as the Beverage flavor creation and marketing teams. He will provide strategic direction, marketing leadership and business management to the business unit to continue to provide exceptional service to our valued customers.

Tonya Hubbartt has been promoted to Vice President of Human Resources. In her role, she will continue driving award-winning benefits, culture, and people programs while delivering excellence in employee care, relations and engagement. She also guides recruitment and retention. Tonya joined FONA more than 11 years ago.

SPECIAL ANNOUNCEMENT:

JOSEPH SLAWEK,
Chairman & CEO
In his new role, Alex will take on a hybrid role as Sales Manager – China in addition to his role as an Account Executive in the US. Alex joined FONA as an intern in 2014 and later as a full-time employee in 2016. He has quickly grown his selling skills and demonstrated effectiveness in strategic and meeting planning. Alex will continue to serve our valued customers primarily in the Pacific Northwest while taking on additional responsibilities as Sales Manager for China.

Julie Laughter was promoted to Sr. Market Manager where she will collaborate closely with business unit leaders and focus on business strategy, sales enablement and effectiveness, marketing and pricing. Since her start in 2018, Julie has been a catalyst for growth and innovation with a strong commitment to FONA values and excellence for our customers.

Julie Laughter
Sr. Market Manager

Julie joins FONA with more than 10 years of experience in food and flavor/ingredient manufacturing, as well as agency marketing roles. As Industry Manager, she will have a primary focus on the alcohol segment and other beverage segments where she will work on creating marketing programs, campaigns and presentations for valued FONA customers. Julie is passionate about leveraging trends and insights with the goal of helping our customers with innovation.

Julie Olson
Industry Manager, Beverage

Vanessa will work with Flavor Creation, Marketing and other teams across FONA to provide accessible technical solutions to our customers.

Vanessa Chavez
Scientist, Beverage - Irvine, California

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IN THIS ISSUE

4 Ways to Keep Doing What You Do Best

New Hires & Promotions

STAY IN THE LOOP
Keep up-to-date on our latest flavor events and news. Send your email address to signup@fona.com.

FLAVOR NEWS
Volume 73, August 2020
Published by FONA International Inc.
630.578.8600
www.fona.com

Flavor News is printed on 30% post-consumer recycled paper.

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