

REWRITING THE RULES:

Tackling Innovation & Entrepreneurship with a Future Focus

From that initial *up and at 'em* attitude to a flexibility for change– innovation is a continuous process. It's a process that industry leaders need in order to reinvent their future, no matter the field. We're talking innovation to help you keep a future focus and re-imagine what's next.

ENTREPRENEURIAL ENERGY

It's that indefinable "get up and go." That leading-edge spirit. For high-growth innovators, entrepreneurial drive and risk-taking means talking the talk *and* walking it. Enabling and promoting a culture where people are the entrepreneur of their role – and providing the education and development to support them is key.

THE SPEED OF CHANGE

We say it often at FONA: one thing we all know for sure – nothing is slowing down. That means that what worked yesterday will fail today. Future growth depends on speed. The key? Speed does not mean doing the same process, only faster. Speed means the flexibility to disrupt and reinvent.

SHARED RISK & REWARD

Besides investment & purchase, another action item for food & beverage companies must be to greater utilize the skills and capabilities of their partners. True partnership means shared risk and reward. Find new ways of working, together, and seek partners with a future focus.



UNWAVERING VALUES

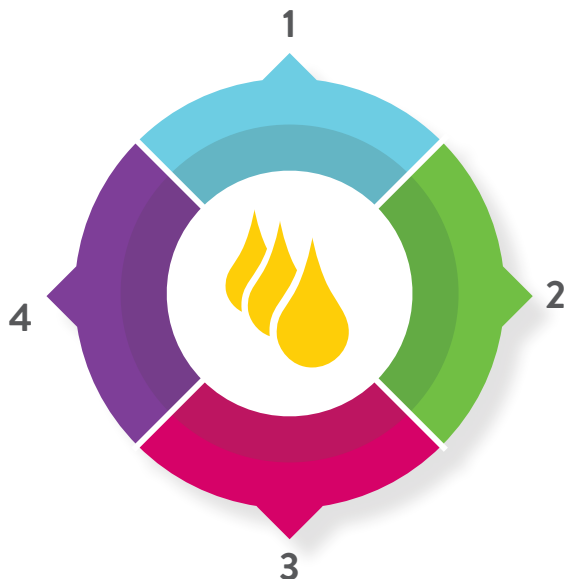
We believe that in this new world order of change and disruption, the core values of a business must stand fast, unchanging. Growth depends on the people behind a brand. While your core values should stand unwavering, be flexible enough to grow and change everything else.

TASTE REIGNS SUPREME

One constant in food and beverage - taste matters. Taste is a top factor for grocery shoppers, with 95% saying it is important to purchase.¹ Deliver great taste and do it in a way that *thinks forward* to future growth. As Dave Fusaro of Food Processing said in a recent clean label webinar, "If you sacrifice taste, it's a losing effort."² With greater convenience and more options for your consumers today, taste must deliver. Otherwise, your consumer will move along (*and quickly*).

Future Focus with FONA

FONA IS READY TO DISRUPT THE FUTURE OF THE FOOD AND BEVERAGE INDUSTRY. **COUNT ON:**



A focus on what matters most to your top-line and bottom line growth.



A willingness to disrupt the norms of a typical flavor company.



A partner invested in peeling back the layers of consumer motivations.



Regulatory knowledge and taste solutions that are second-to-none.

READY TO GET STARTED? LET'S TALK.

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