

FLAVOR NEWS

VOLUME 77 AUGUST 2021



A PANDEMIC YEAR IN REVIEW

4 Ways the Food & Beverage Industry Changed



IT'S BEEN SAID THAT CHANGE IS INEVITABLE FOR GROWTH.

And for food and beverage developers, the events that unfolded in the past year pushed them to adapt and overcome in more ways than one. The pandemic shifted the way consumers make purchase decisions, their flavor preferences, what they value most, and more.

Let's take a look at a few key takeaways in the food and beverage space and see how your brand can move forward.



A YEAR IN REVIEW

4 Ways the Food & Beverage Industry Changed from the Pandemic

What may have started as temporary measures to move life forward during the pandemic, evolved into trends that will impact the industry long term. From online grocery shopping to increased at-home cooking and brand trust importance, consumers' shopping habits have taken a permanent shift. In fact, according to an AlixPartner study, half of all global consumers say their spending habits have changed permanently due to the pandemic.

It's been an unprecedented year and understanding the impacts on the industry are crucial to your growth. We're taking a look at a few key changes that are impacting the industry today (and beyond), so that you can capitalize for your brand. Let's take a look.

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1 Convenience is Key

At a time where consumers' anxieties rose around their health, the need for convenience increased exponentially. Advised to stay-at-home, consumers turned to online grocery shopping and delivery, meal kit pickup and similar offerings to reduce contact to COVID-19. And consumers' search for convenient shopping and products will continue. According to Mastercard Economics institute, "grocers will likely retain about 70% to 80% of digital sales gains they saw during the peak of the pandemic." From online shopping to pre-packaged snacks and meal kits, the opportunity in this space seems limitless.

2 Dining In is the New Dining Out

Stay-at-home orders and dining restrictions caused restaurant regulars to transform into at-home chefs in what seemed like overnight. Not only did consumers cook at home more though, many developed a new-found love for cooking, using it as an activity for enjoyment and relaxation.



With more consumers dusting off their cooking skills, opportunity lies in developing innovative products that will help consumers experience their favorite restaurant dishes right at home. Acosta reports that even after the pandemic ends "92% of families plan to continue eating together at home at least as often as — or more often than — they do now."

3 Brand Trust & Ethics Matter

More than ever before, consumers are digging deeper into the details of the food and beverage products they're purchasing. From where they're sourced and produced, to sustainability, brand ethics and food quality and safety, consumers have tacked on a few more purchase factors for developers to consider. Consumers want to trust the brands they purchase from and sleep soundly knowing they are consuming safe products backed by brands that are making a positive impact. And in a competitive industry, calling out measures on your products such as sustainable claims, third party safety certifications and audit scores can help distinguish your brand by building consumer trust and brand loyalty.



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- ACOSTA



4 Shifted Taste Preferences

In many ways, food and beverage served as a form of stress relief and a break from the monotony during the peak of the pandemic. As we mentioned in our previous Flavor News edition, consumers turned to comfort foods and better-for-you options during the pandemic, and these trends are expected to continue. While the nostalgic and familiar flavors in comfort foods helped consumers in a time of uncertainty, better-for-you options catered to their need for immunity and other health benefits. The question is: Where does your brand fit in?

Moving Forward in a Changing Space

Consumers have encountered many setbacks in the recent months that have helped them discover what is important to them – convenience, brand trust, safety, and of course, taste. **In fact, 82% still note taste as their #1 purchase driver according to the International Food Information Council.**

It's time to move forward. Our experts can help your brand capitalize while fulfilling your consumers' needs. Let's get started.



At FONA, we believe in keeping a continuous pulse on what consumers find most important. Want to learn more? Sign up for our trends and consumer insights. **Email feedback@fona.com or visit www.fona.com/insights**

Faces of FONA

NEW HIRES



JACQUELINE GORDON

CUSTOMER CARE REPRESENTATIVE

Jacqueline Gordon joins the FONA Customer Care team as the UK and International Customer Care Representative. Jacqueline has had experience in customer success, client service, international accounts, and project management. She received her Bachelor's and Master's in Communication Studies and Marketing Communications.



ANGELICA MEDINA

CUSTOMER CARE REPRESENTATIVE

Angelica joins FONA as a Customer Care Representative where she will provide support for our current valued customers and new business. She has 9 years of Customer Service experience, and is known to deliver fast, friendly and knowledgeable services to her clients.



ANNETTE BELUE-KING

CUSTOMER CARE REPRESENTATIVE

Annette has had 30 years of Customer Service experience, having most recently worked as an Individual Service Coordinator. In her role at FONA, Annette will help provide excellent customer service to FONA's valued customers.

She will aid the customer service team with her great organization skills and background knowledge.

PROMOTION



PAUL HOFFMAN

SCIENTIST

Paul joined FONA in 2015 and has since used his breadth of technical expertise in the snacks, savory and pet food segments to create meaningful demos and technical solutions for our customers. In his new role as Scientist, Paul will continue to

help achieve our customers' needs by driving plant-based strategy utilizing Optify™ and TrueTaste®, advancing the pet care segment and creating compelling demos for our valued customers. Paul has a Bachelor's degree in Food Science from the University of Illinois.

A LOOK AT THE

FONA Family Picnic



Each summer FONA celebrates its annual FONA family picnic, a highly awaited event focused on coming together to celebrate each other, thank each other and to enjoy what we do together. Though the past year plus has been an unusual time for us all, FONA has worked hard to keep workplace traditions alive. For the second year in row and in light of the pandemic, FONA held its annual picnic as a parade.

On July 17th, FONA employees and their families visited in cars decorated with FONA spirit to enjoy the parade. This year, the parade included a "decorate your car" contest, scavenger hunt, raffle prizes, a meal to take home and even the chance to dunk volunteers in a dunk tank. The eventful day was full of summer fun, FONA spirit and great memories with the FONA family. Get a glimpse of the special event in the photos below!



FLAVOR NEWS

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FLAVOR NEWS

Volume 77, August 2021
Published by FONA International Inc.
630.578.8600
www.fona.com



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



1900 Averill Road
Geneva, IL 60134 USA

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