

YOUR PATH TO
CONSUMER
ENLIGHTENMENT®

Meeting
Changing
Consumer
Expectations &
Demands

FOOD TREND
WATCH 2012

National
Food Policy
CONFERENCE

Examining key food policy issues affecting
consumers, the food industry and government



PHIL LEMPERT

SUPERMARKET
GURU®

Why this National Food Policy Conference is so important

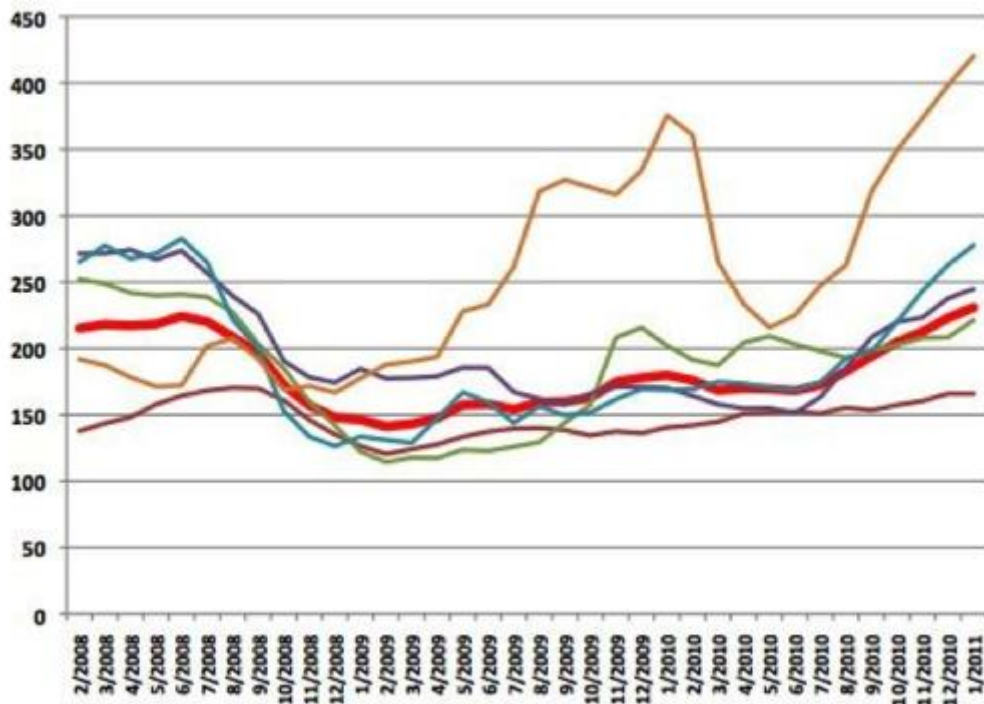
- Consumer needs change and evolve
- Foodservice & Retail landscape is changing
- Technology and Social Networking is creating a new information paradigm

2011 brought us *higher food prices* at unprecedented levels, crops and livestock destroyed by global weather catastrophes, nations at war over the lack of food supplies and more food recalls from unique points of origin.

Americans love their foods which has built a foundation for what may be one of the most exciting – and game-changing years in the food world.

Trend #1: Food Prices

Global Food Prices Back at Record Highs



- Continue to see increases
- Shoppers get smarter – use less meats and seafood: more vegetables and grains

Trend #2: Never Shop or Eat Alone Again



- Rise of food blogs build interest
- LoSoPhoMo: location, social, camera
- Connection, conversation and sense of community

Trend #3: The Baby Boomers keep right on truckin’

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CHEECH & CHONG'S
MAGIC BROWNIE
Adventure

FIBER ONE

IT'S BEEN 28 YEARS.
AND THEY'RE BACK.
IN THE GREATEST MAGIC
BROWNIE EPIC IN

- 76 million, control 52% of \$706 billion spent on food (by 2015)
- Largest food influencers & purchasers
- Seek health benefits

Trend #4: Increased Emphasis on the “Farm to Fork” Journey



- Where our foods come from
- The farmer becomes the food celebrity
- Reinforces “local”

Trend #5: The End of the Checkout Lane

- Mobile checkout apps
- Comparing prices, nutrition, allergy information
- Flash sales



Trend #6: The Ethnic Food Revolution



- Food trucks offer new food experiences & credibility: Indian/Mediterranean

Trend #7: The New Role of the Male Shopper



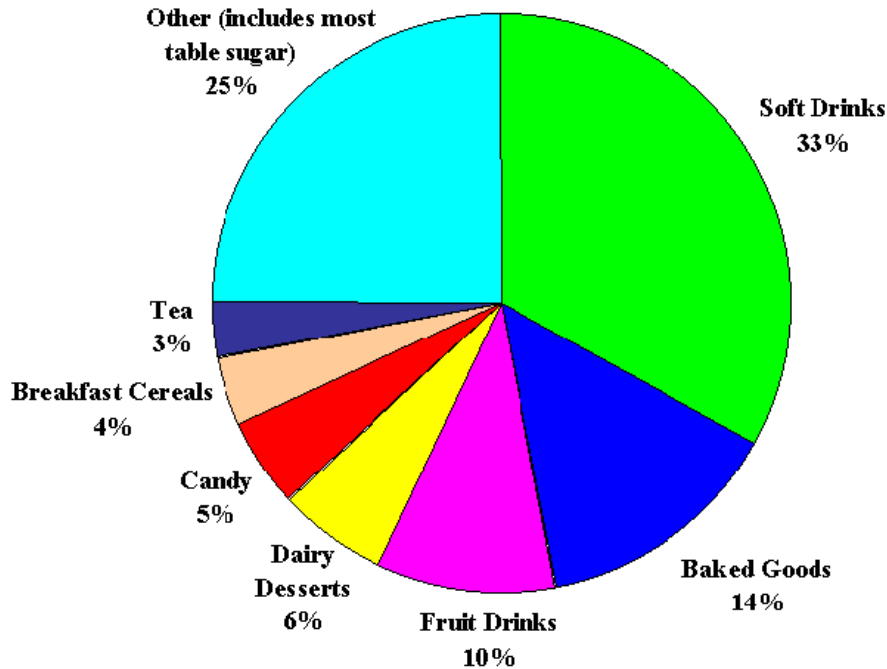
- 41% of all at-home meals now prepared by male
- Husbands who help out in kitchen have better family relationships

Trend #8: Xtreme Home Cooking



- Economy forces more to eat at home
- Making the “most” for the “least”
- Proud to cook & save

Trend #9: How sweet is isn't!



- Dietary Guidelines
- New Nutritional Facts label
- Reduced sugars everywhere
- The evolution of the American Palate

Trend #10: The Sound of Food



- Readiness by sound
- Freshness by sound
- “Multisensory perception” becomes the new food science

Smarter Shopping, Healthier Eating, Better Living

About SupermarketGuru

Phil is a leading food industry analyst, journalist and trend-watcher. SupermarketGuru.com offer readers the latest food & health news, new food product ratings, money saving tips, unique recipes, food allergy info and resources to help get the most from every shopping trip.

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8/4 CHARLOTTE OBSERVER|Charlotte Blooms returning as Food Lions Wednesday's conversion of Park Road store is the first; 6 in area to follow next week

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The future of the Food World is in *The Three “C”s*

Cater...

to health and wellness

Create...

a convenient and a ‘wow’
experience

Celebrate...

food, preparation and taste



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