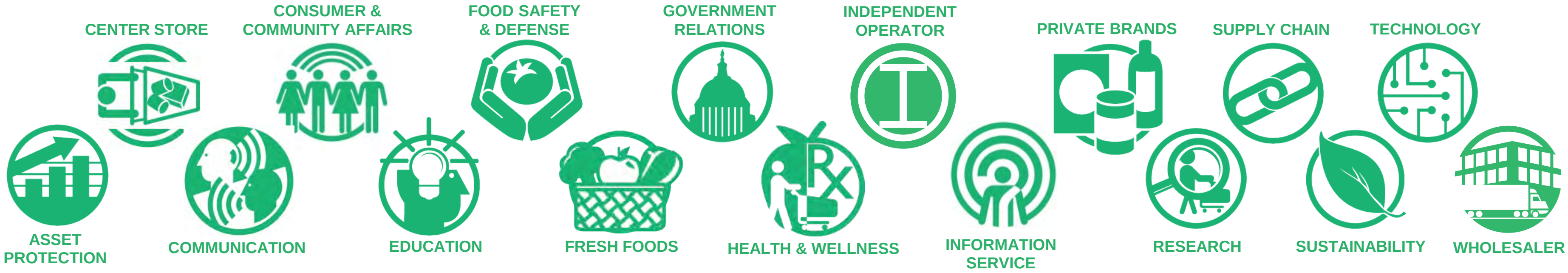
FMI
THE VOICE OF FOOD RETAIL
Feeding Families Enriching Lives

FMI is the trade association that serves as the voice of food retail.
We assist food retailers in their role of feeding families and enriching lives.

The Association:

Our members are food retailers, wholesales and suppliers of all types and sizes

FMI provides comprehensive programs, resources and advocacy for the food, pharmacy and grocery retail industry



Fresh @ FMI

FMI is committed to the growth and success of fresh companies and their partners. FMI provides resources and networks that support the interests of member companies throughout the global, fresh produce supply chain, including family-owned, private and publicly traded businesses as well as regional, national and international companies.

Emphasis on fresh

- Produce
- Meat
- Seafood
- Deli/In-store, fresh prepared foods and assortments
- Bakery
- Floral

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FMI THE VOICE OF FOOD RETAIL
Feeding Families Enriching Lives

FMI Fresh Foods

Research and Education

In-depth information, trends and insights to foster innovation, take advantage of new opportunities and help develop winning strategies

Networking

Share ideas, explore best practices and develop business relations

Advocacy

Understand what is going on in Washington and make your voice heard

THE VOICE OF FOOD RETAIL
Feeding Families Enriching Lives

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Topco

Nicole Wegman*
Wegmans Food Markets, Inc.

*** Silent members**

Fresh Foods

The FEC is..

Comprised of FMI Member companies, Retailers and Wholesalers

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Feeding Families Enriching Lives

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Ahold USA

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- It is FMI's policy to comply in all respects with the antitrust laws.
- All participants in FMI meetings and events are expected to comply with applicable antitrust and competition laws.
- Avoid discussions of sensitive topics that can create antitrust concerns.
    - Agreements to fix prices, allocate markets, engage in product boycotts and to refuse to deal with third parties are illegal.
    - Discussions of prices (including elements of prices such as allowances and credit terms), quality ratings of suppliers, and discussions that may cause a competitor to cease purchasing from a particular supplier, or selling to a particular customer, should be avoided.
    - No discussion that might be interpreted as a dividing up of territories.
- It is important to avoid even the appearance of unlawful activity.
- Questions or concerns? Please consult with FMI staff.

The Surge of Plant-Based Foods

OVERVIEW OF DRIVING FORCES BEHIND THE GROWTH OF PLANT-BASED FOODS

November 19, 2019

IRi Growth delivered.

Your Presentation Leader

Tim Grzebinski, Principal, Client Insights

- Seasoned leader with 20+ years CPG and Retail experience
- 13 years with IRI leading Client Insights across a wide array of store perimeter clients
- Deep expertise in issues and opportunities facing Dairy and Bakery
- Currently leads insights across multiple dairy manufacturers and dairy advisory organizations.
- Specializes in analyzing quantitative / qualitative data leading to business insights for category and brand growth

Today’s Discussion

Before We Get Started…

Total U.S. Multi-Outlet + Convenience Geography

18 Product Categories

52 Weeks Ending October 6, 2019

Fixed Weight

Universe Examined

1. Protein Supplements
2. RFG Milk
3. Meat (Refrigerated, Frozen and Shelf Stable)
4. FZ Meals
5. Yogurt
6. Creams/ Creamers
7. Ice Cream/ Sherbet
8. SS Milk
9. Processed & Natural Cheese
10. FZ Novelties
11. Protein Bars
12. RFG & SS Salad Dressings
13. RFG Whipped Toppings
14. Cream Cheese/ Cheese Spread
15. Sour Cream
16. Butter/ Butter Blends
17. RFG Desserts
18. RFG Dips

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1 MARKET SIZE & PERFORMANCE

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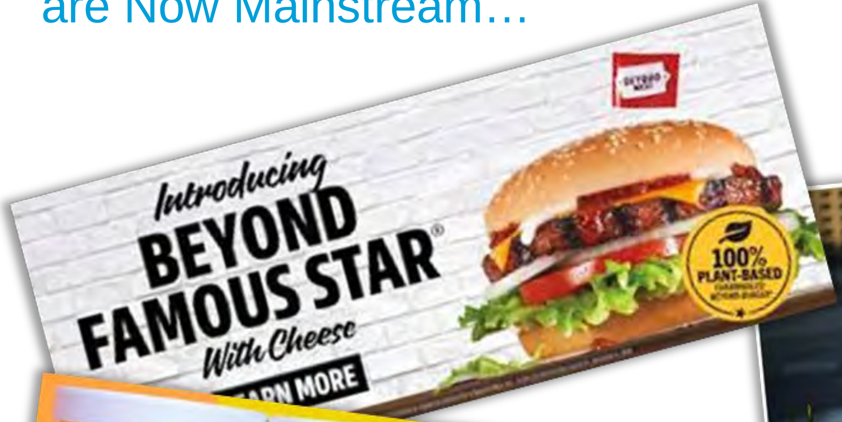
Plant-Based Alternatives are Now Mainstream…



Vegan Ice Cream Brand NadaMoo! Debuts at Target and Walmart

A New Way to Refuel: Starbucks Introduces Plant-Based Almond Protein Blended Cold Brew

While the Number of Vegetarians & Vegans in the U.S. Remains Small, Many Consumers are Interested in Pursuing More Plant-Based Eating

2% of the U.S, population is vegetarian

0.5% of the U.S, population is vegan

55% Flexitarian trying to add more plant-based food to their diet

36% of meat eaters trying to add more plant- based to their diet

*2,000 internet users aged 18+; * Sampling of 11,000 adults, aged 17 and over; Mintel May 2019; https://veganbits.com/vegan-demographics/*

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Plant-Based Purchases Driven by Health and Special Diet

Q1. Please tell us the reasons why you have purchased <product> during the past six months?

	Plant-Based Alternatives
Taste	40%
Trust	26%
Health	**73%**
Diet	**47%**

Color coding indicates statistical difference

Online survey fielded among National Consumer Panel January, 2019

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However Plant-Based Does Not Always Mean Healthier, But Rather the Perception of Healthier in Some Cases

	Famous Star With Cheese	Beyond Famous Star With Cheese
Calories	670	710 ⬆
Calories from Fat	330	360 ⬆
Fat	37g	40g ⬆
Cholesterol	75mg	30mg
Sodium	1,210mg	1,550mg ⬆
Carbohydrates	57g	61g ⬆
Dietary Fiber	3g	5g
Sugars	12g	12g
Protein	28g	30g

Source: Carl's Jr. Webpage

Also Important to Point Out Competing Trends of "Clean Label" and "Plant-Based". Some Plant-Based Offerings are Currently Getting a Pass on Complex Ingredients

Vegan and Dairy-Free are the Top Diet Choices That Drive Plant-Based Dairy Alternative Purchases

Q2. You mentioned you / your family members are on a specific diet. Please tell us which diets you and/or your household members are on.

47% are driven by special diet needs

Type of Diet That Influences Purchase of Plant-Based Alternatives

Vegan	44%	
Dairy-Free	41%	↑ *Higher among Older Boomers, Hispanic*
Gluten-Free	24%	↑ *Higher Among HH with Kids (13-17)*
Lactose-Free	22%	
High Protein	19%	
Vegetarian	13%	

Online survey fielded among National Consumer Panel January, 2019

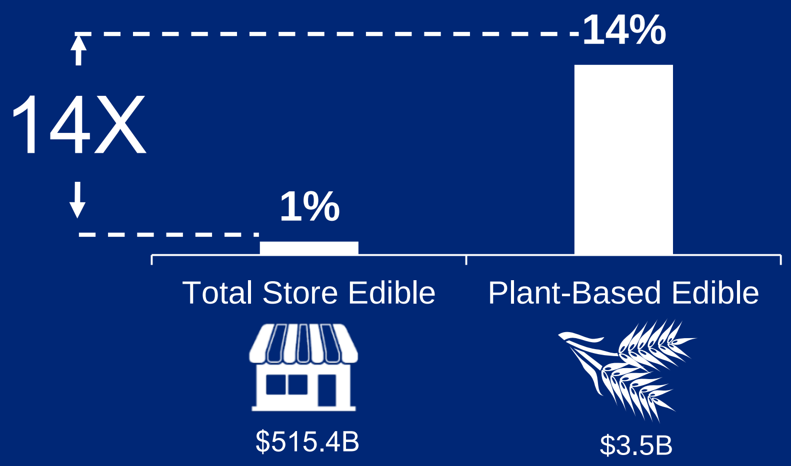
Taste, Flavor, Texture Issues Discourage Consumers From Purchasing More Plant-Based Products; Some Plant-Based Buyers May Have Misconceptions About Dairy

Q6 / Q8. You indicated you typically purchase these plant-based alternative dairy products. Please tell us the reasons you choose to buy this plant-based alternative instead of dairy products. (Select all that apply)

Tastes Better	48%
More Flavors	42%
Healthier	68%
Household Staple	1%
Better Texture	23%
Better for My Diet	**72%**
Satisfies Family	19%

The CAGR Growth of Plant-Based Options Has Been 14 Times Compared to the Total Store

Dollar Sales, CAGR Growth % – 2015-2018

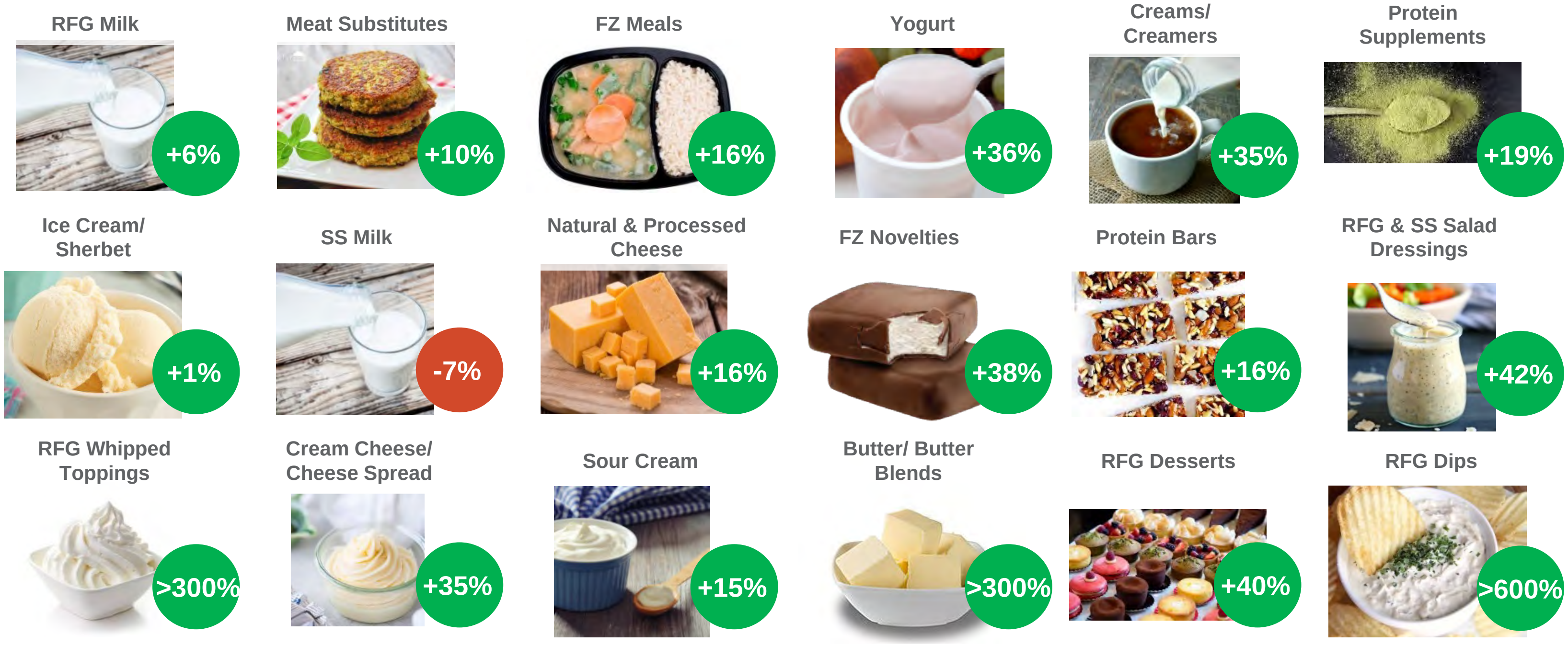


	Total Store Edible		Plant-Based Edible	
	$ Sales	% Chg	$ Sales	% Chg
Latest 52 Wks	$525.2B	+2.3%	$3.8B	+11.4%

Source: IRI POS, MULOC, 52 Weeks ending 10-06-19, for CAGR CY 2015- CY 2018

Dollar Growth Was Strong Across All Segments Explored, Except Shelf Stable Milk

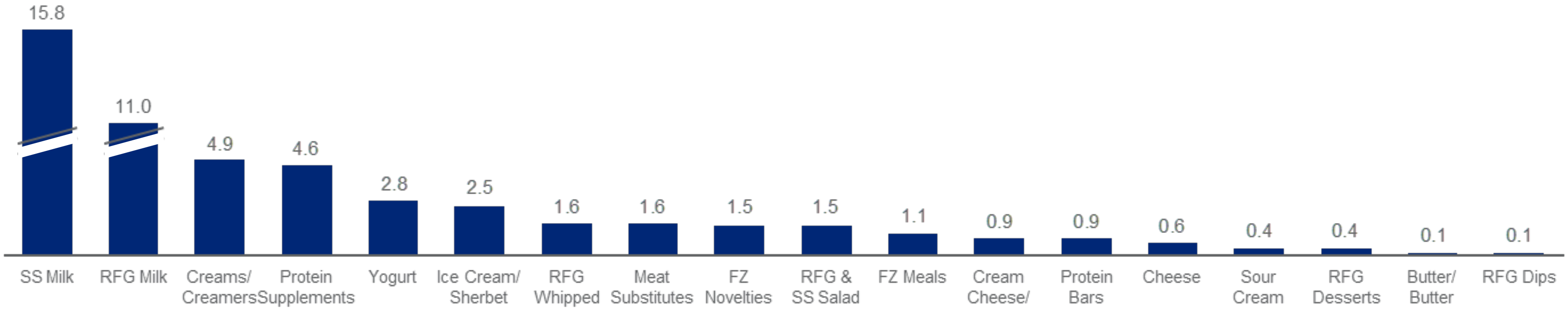
Plant-Based Dollar Sales, % Change vs YA



Source: IRI POS, MULOC, 52 Weeks ending 10-06-19

Almost all Plant-Based Segments are Gaining Share of Total Category vs. YAG

Plant-Based Alternatives – Dollar Share of Category



Share Chg	-1.5	0.7	1.0	0.6	0.8	0.1	1.2	0.1	0.4	0.4	0.1	0.2	0.1	0.1	0.0	0.1	0.1	0.1

Dollar Sales (MM)

SS Milk	RFG Milk	Creams/ Creamers	Protein Supplement	Yogurt	Ice Cream/ Sherbet	RFG Whipped Toppings	Meat Substitutes	FZ Novelties	RFG & SS Salad Dressings	FZ Meals	Cream Cheese/ Cheese Spread	Protein Bars	Cheese	Sour Cream	RFG Desserts	Butter/ Butter Blends	RFG Dips
$150.2	$1,671.0	$194.0	$182.0	$201.3	$170.0	$18.2	$746.3	$80.0	$33.7	$211.4	$16.6	$56.0	$97.8	$4.9	$2.7	$2.9	$1.0

Source: IRI POS, MULOC, 52 Weeks ending 10-06-19

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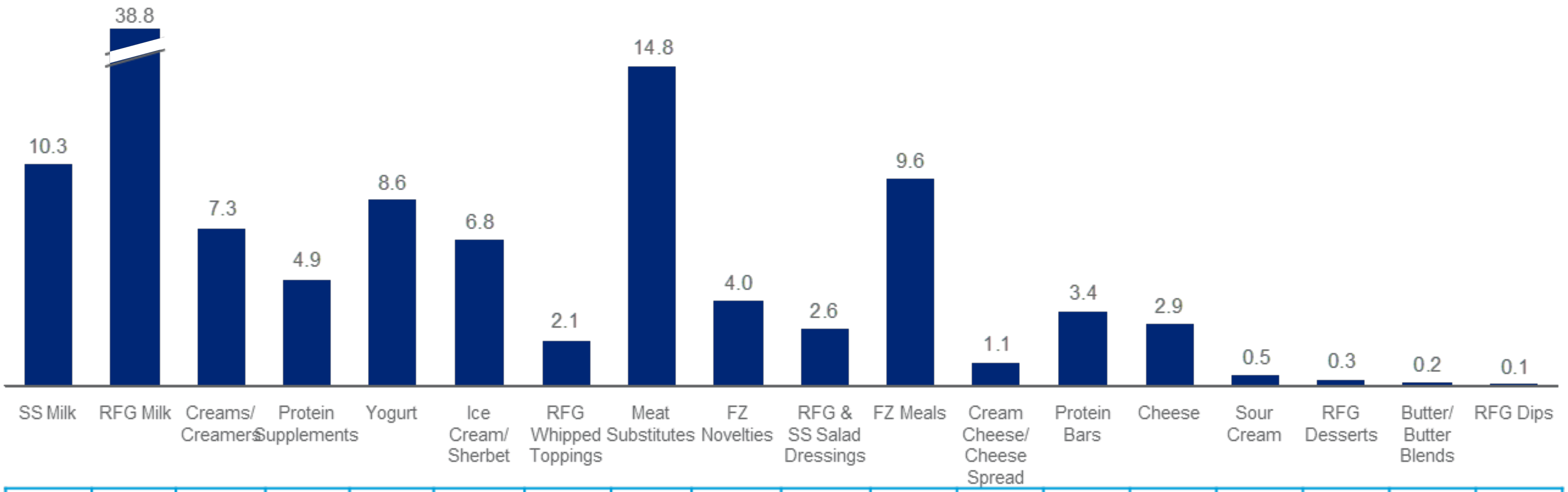
We Are Also Seeing More Households Purchasing Plant-Based Across the Store

Plant-Based Alternatives – Household Penetration

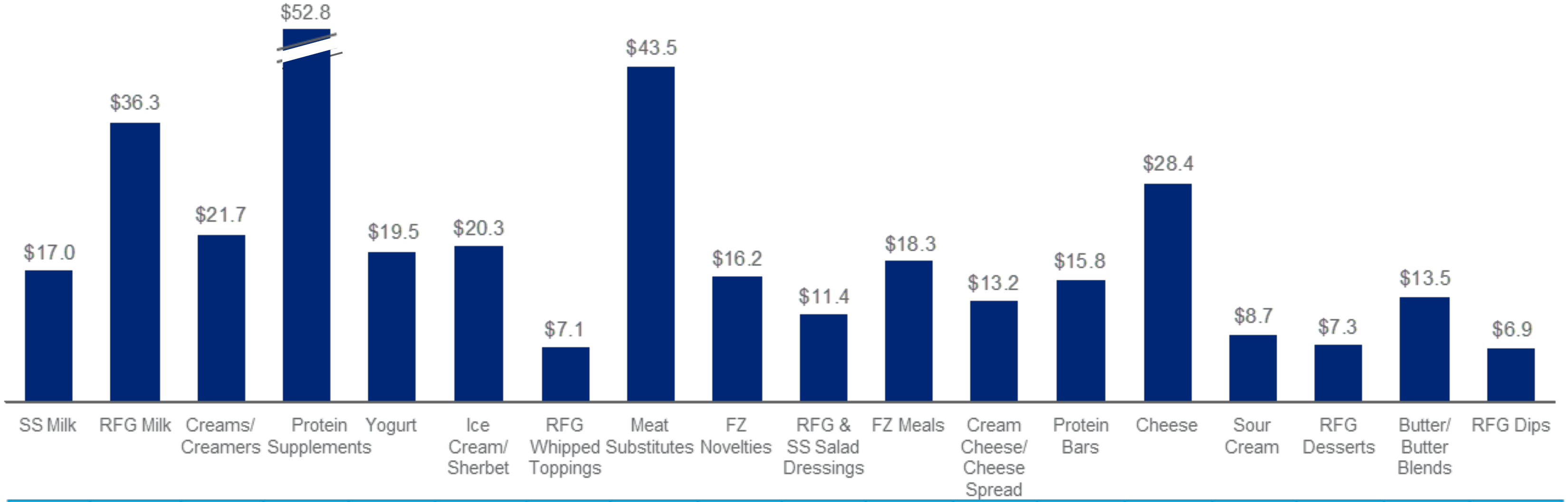


	SS Milk	RFG Milk	Creams/ Creamers	Protein Supplements	Yogurt	Ice Cream/ Sherbet	RFG Whipped Toppings	Meat Substitutes	FZ Novelties	RFG & SS Salad Dressings	FZ Meals	Cream Cheese/ Cheese Spread	Protein Bars	Cheese	Sour Cream	RFG Desserts	Butter/ Butter Blends	RFG Dips
% HH Pen Chg	-0.7	1.9	1.0	0.3	2.4	-0.4	1.6	1.0	1.3	0.8	0.8	0.2	0.3	0.1	0.0	0.1	0.1	0.1

Source: IRI Panel, All Outlets, 52 Weeks ending 10-06-19, NBD Aligned

Not Only is Household Penetration Up, But Also Buy Rates Have Increased Across Most Segments

Plant-Based Alternatives – Dollar Sales Per Buyer



Dollar Per Buyer Chg	-$0.2	$0.3	$2.9	$1.7	-$0.2	$1.3	$0.8	$0.6	-$1.3	$0.2	$1.2	$1.5	$1.5	$2.9	$0.8	-$1.8	$5.7	$6.9

Source: IRI Panel, All Outlets, 52 Weeks ending 10-06-19, NBD Aligned

2

A CLOSER LOOK – CATEGORY & BRAND OVERVIEW

Milk • Yogurt • Meat Substitutes • Ice Cream

GROWTH TRENDS / CATEGORY OVERVIEW

RFG Plant-Based Milk

Plant-Based RFG Milk Sales Continue to Grow

TOTAL MILK

$15.1B

-0.7% vs. year ago

PLANT-BASED MILK

$1.7B

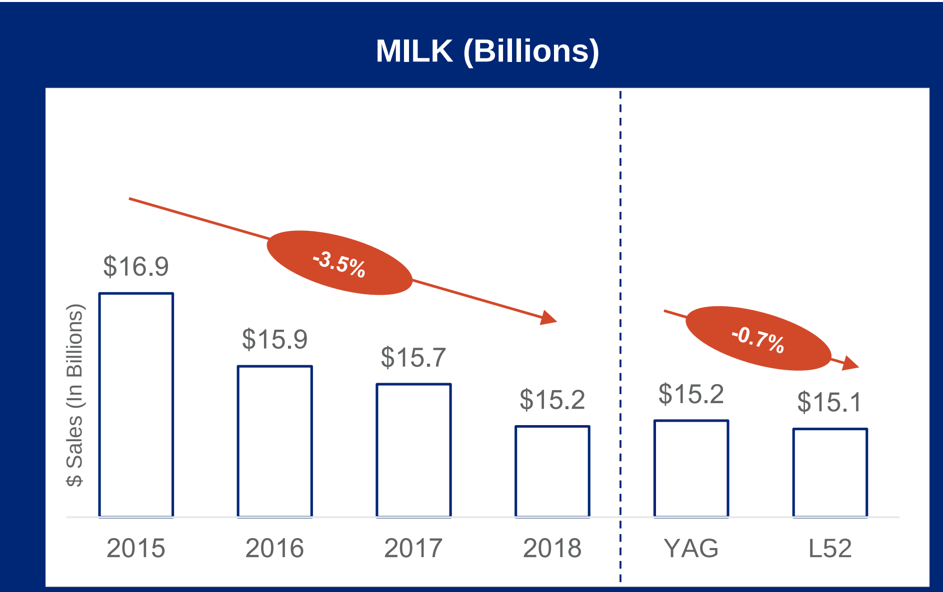
6.2% vs. year ago

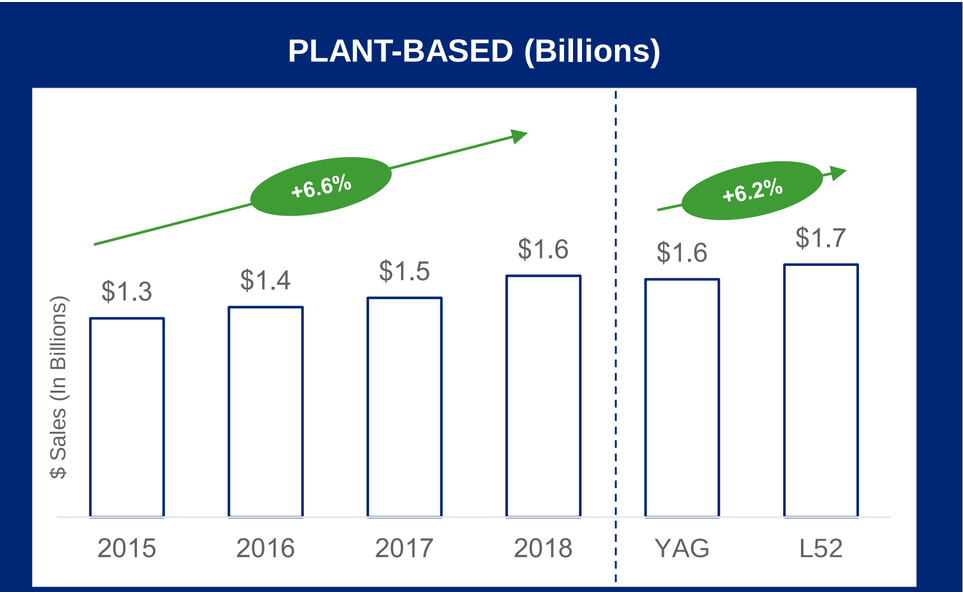
$525B **TOTAL EDIBLE SALES** **2.3%** vs. year ago

Source: IRI POS, MULOC, 52 Weeks ending 10-06-19

While RFG Milk Has Been Declining Over the Years, Lost Volume Hasn't Been Replaced by the Growth in Plant-Based Milk

Milk and Plant-Based | Sales Trend | MULO+C
CY 2015 – CY 2018; L52 WE 10-6-19





Source: IRI POS, MULOC, 52 Weeks ending 10-06-19

Plant-Based Growth is Mainly Driven by Almond Milk and Oat Milk

Plant-Based Milk – Milk by Type | Dollar Sales and Chg | MULO; Dollar Sales ($M), L52 WE 10-6-19



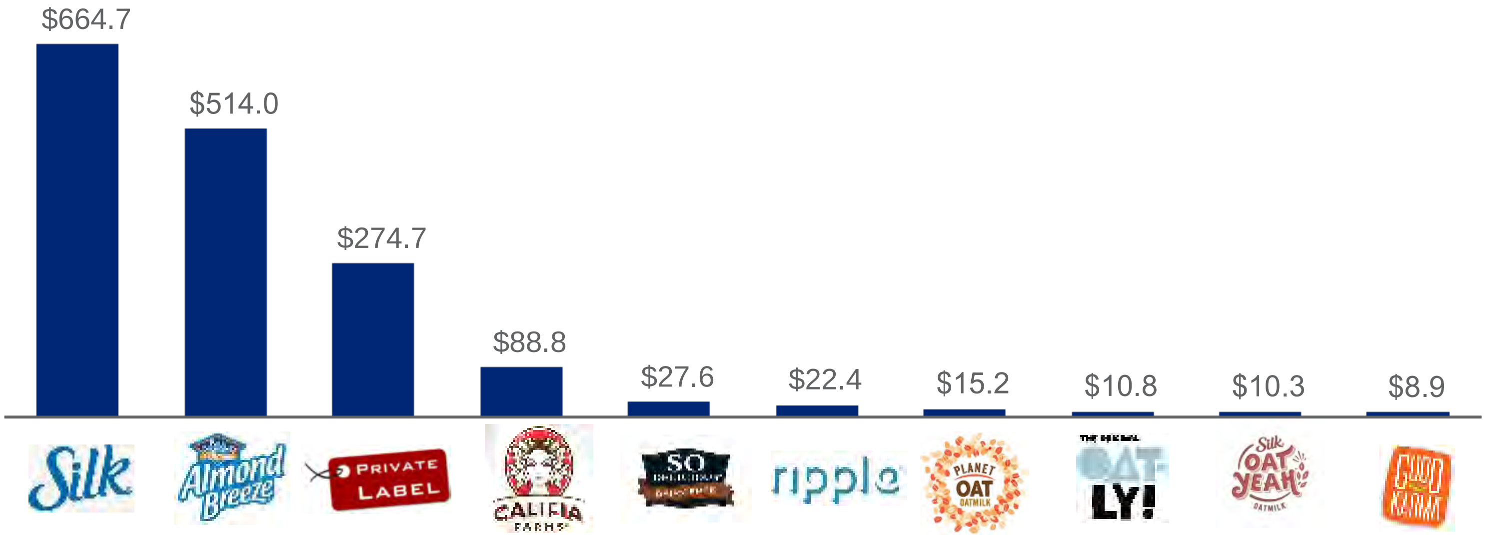



	Almond Milk	Soy Milk	Almond & Coconut Milk	Coconut Milk	Oat Milk	Almond & Cashew Milk
$ Share	70.1%	10.6%	4.8%	4.5%	2.6%	2.6%
$ (MM)	$1,099.7	$166.7	$74.6	$69.8	$41.1	$40.5
Chg. YA (MM)	+$82.0	-$25.9	-$6.4	-$3.3	+$39.8	-$6.5

Source: IRI POS, MULOC, 52 Weeks ending 10-06-19

Silk and *Almond Breeze* Account For The Majority of Plant-Based Milk Sales, However There Has Been Significant Growth Among Smaller New Brands

Plant-Based Milk – Top 10 Brands Performance | MULO+C; Dollar Sales ($M), L52 WE 10-6-19



Dollar Share	39.8	30.8	16.4	5.3	1.7	1.3	0.9	0.6	0.6	0.5
$ % Chg v YA	-2.5%	6.3%	14.8%	14.9%	-19.6%	27.4%	New	727.1%	New	-0.5%

+++ refers to % growth in thousands

Source: IRI POS, MULOC, 52 Weeks ending 10-06-19

Plant-Based Milks Are Growing Across All Channels Except Convenience

Plant-Based Milk | Channels | Drivers | MULO+C; L52 WE 10-6-19

Channels	Dollar Sales	Average Weekly ACV Weighted Dist	Average Weekly Dollar Velocity	Average Price per Volume
MULOC	↑ $1.7B +6.2%	↑ 80.5 +0.1pts	↑ $23.7 +2.8%	↓ $0.78 -0.0%
Food	↑ $1.2B +5.1%	↑ 99.9 +0.0pts	↑ $37.0 +1.5%	↑ $0.82 +0.8%
Mass	↑ $0.4B +9.1%	↑ 99.2 +0.4pts	↑ $20.1 +6.0%	↓ $0.70 -2.7%
Club	↑ $52.7M +4.3%	↑ 100.0 +0.2pts	↑ $16.7 +4.8%	↑ $0.74 +7.3%
Drug	↑ $11.0M +13.5%	↑ 55.3 +11.3pts	↓ $6.1 -9.0%	↑ $1.06 +2.8%
Convenience	↓ $3.1M -17.9%	↓ 5.8 -3.5pts	↑ $4.3 +27.3%	↓ $1.36 -12.9%

Source: IRI POS, MULOC, 52 Weeks ending 10-06-19

GROWTH TRENDS / CATEGORY OVERVIEW

Plant-Based Yogurt

Plant-Based Yogurt Sales Continue to Grow

TOTAL YOGURT

$7.1B

-1.4% vs. year ago

PLANT-BASED YOGURT

$201.3M

36.1% vs. year ago

$525B **TOTAL EDIBLE SALES** **2.3%** vs. year ago

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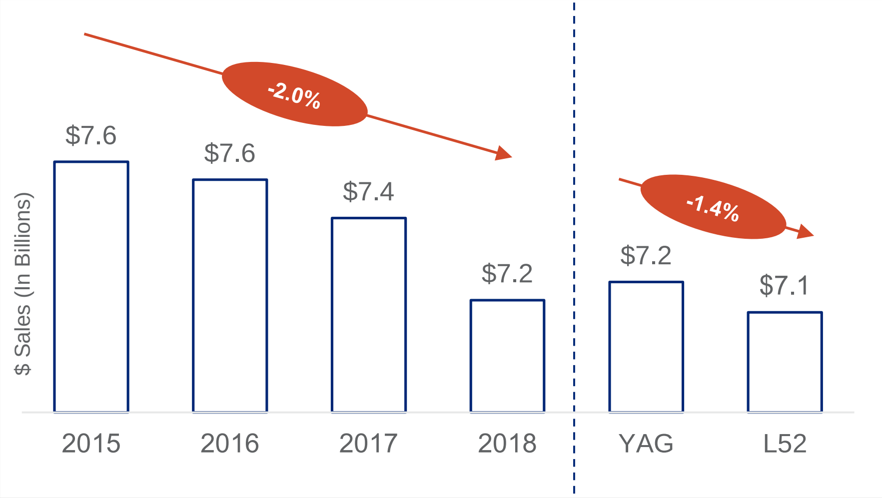
Source: IRI POS, MULOC, 52 Weeks ending 10-06-19

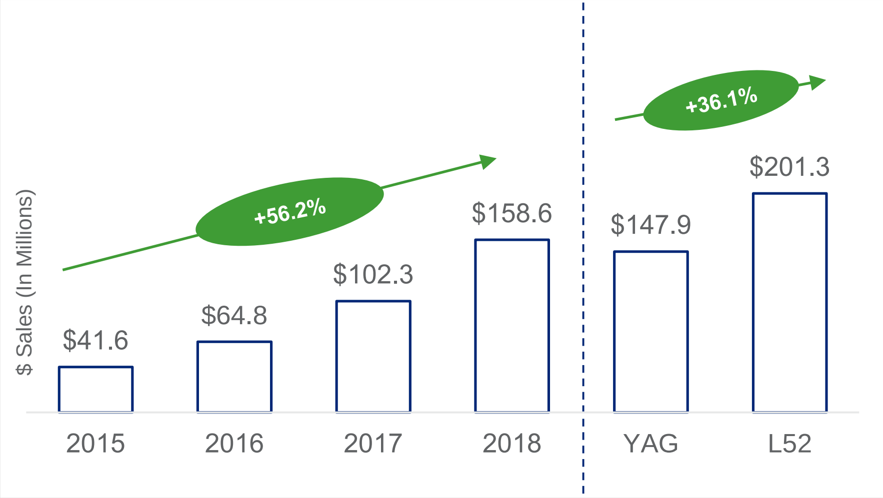
While The Yogurt Category Continues to Decline, Plant-Based Yogurts Have Been the Bright Spot Posting Strong Growth in Recent Years

Yogurt and Plant-Based | Sales Trend | MULO+C; CY 2015 – CY 2018; L52 WE 10-6-19

YOGURT (Billions)



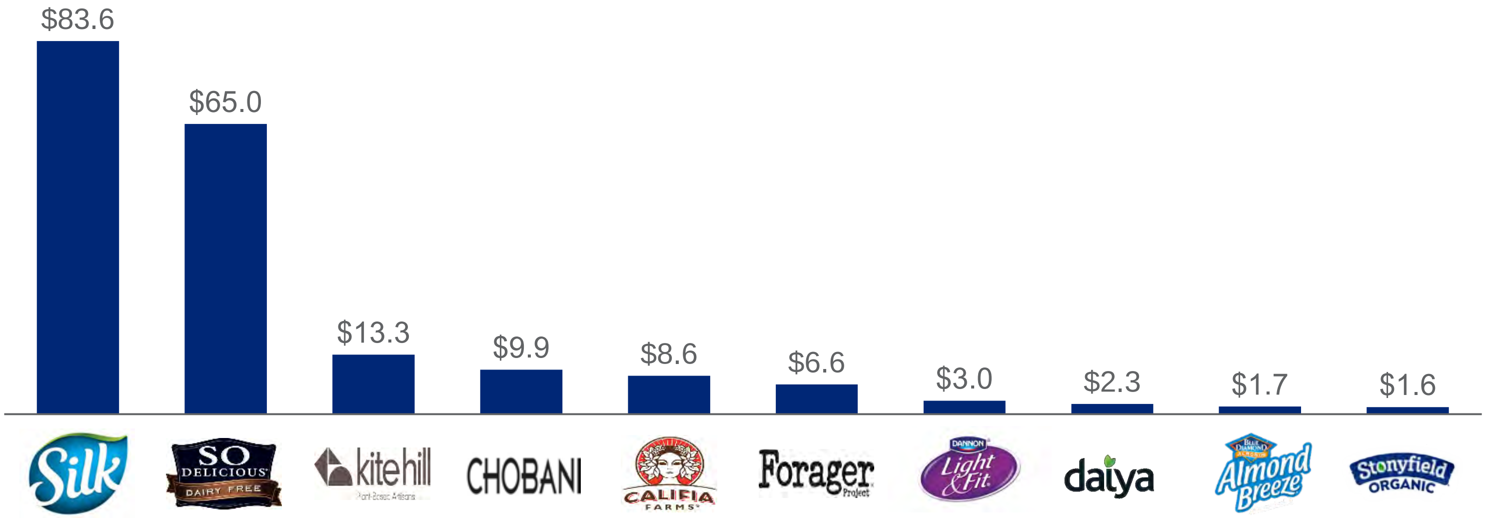
PLANT-BASED (Millions)



Source: IRI POS, MULOC, 52 Weeks ending 10-06-19

Silk and *So Delicious* Account For The Majority of Sales, and *Califia* Has The Strongest Growth

Plant-Based Yogurt – Top 10 Brands Performance | MULO+C; Dollar Sales ($M), L52 WE 10-6-19



	Silk	So Delicious	Kite Hill	Chobani	Califia Farms	Forager	Light & Fit	Daiya	Almond Breeze	Stonyfield Organic
Dollar Share	41.5	32.3	6.6	4.9	4.3	3.3	1.5	1.1	0.8	0.8
$ % Chg v YA	21.0%	31.2%	26.9%	New	324.9%	22.7%	New	-9.4%	New	-16.5%

Source: IRI POS, MULOC, 52 Weeks ending 10-06-19

Plant-Based Has Been Growing Across All Channels, However Distribution Remains Lower in Club, Drug and Convenience

Plant-Based Yogurt | Channels | Drivers | MULO+C; L52 WE 10-6-19

Channels	Dollar Sales	Average Weekly ACV Weighted Dist	Average Weekly Dollar Velocity	Average Price per Volume
MULOC	↑ $201.3M +36.1%	↑ 63.5 +4.8pts	↑ $4.1 +15.4%	↓ $4.60 -1.6%
Food	↑ $158.9M +28.0%	↑ 84.6 +3.1pts	↑ $6.0 +19.1%	↓ $4.66 -2.2%
Mass	↑ $40.1M +77.2%	↑ 96.2 +15.3pts	↑ $1.9 +45.6%	↑ $4.44 +3.3%
Club	↑ $0.6M +410.7%	↑ 16.3 +0.1pts	↑ $1.9 +140.8%	↑ $3.05 +13.5%
Convenience	↑ $0.6M +73.8%	↑ 1.0 +0.2pts	↓ $4.9 -5.9%	↑ $6.16 +1.3%
Drug	↑ $0.2M +153.7%	↑ 2.5 +1.4pts	↑ $2.0 +10.9%	↑ $6.00 +7.8%

Source: IRI POS, MULOC, 52 Weeks ending 10-06-19

GROWTH TRENDS / CATEGORY OVERVIEW

Meat Substitutes

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Plant-Based Meat Substitute Sales Continue to Grow

MEAT

$47.5B

2.5%

vs. year ago

PLANT-BASED MEAT SUBSTITUTE

$746.3M

10.0%

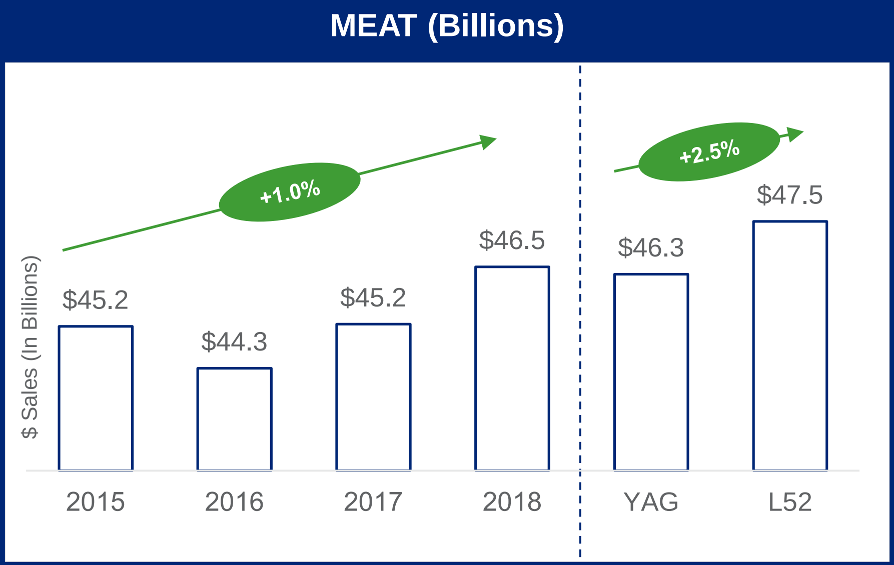
vs. year ago

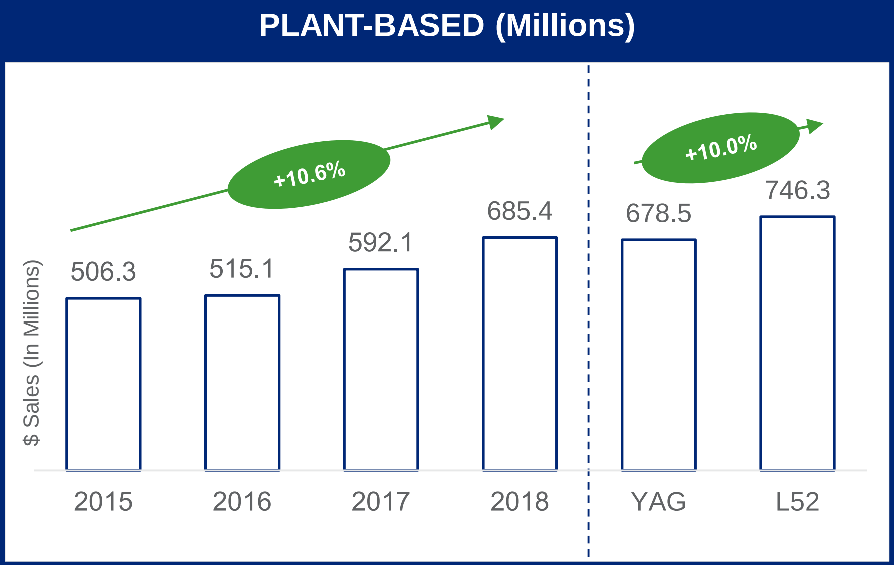
$525B TOTAL EDIBLE SALES 2.3% vs. year ago

Source: IRI POS, MULOC, 52 Weeks ending 10-06-19

Meat Substitute's Growth Is Higher Vs. Traditional Meat

Meat and Plant-Based | Sales Trend | MULO+C; CY 2015 – CY 2018; L52 WE 10-6-19

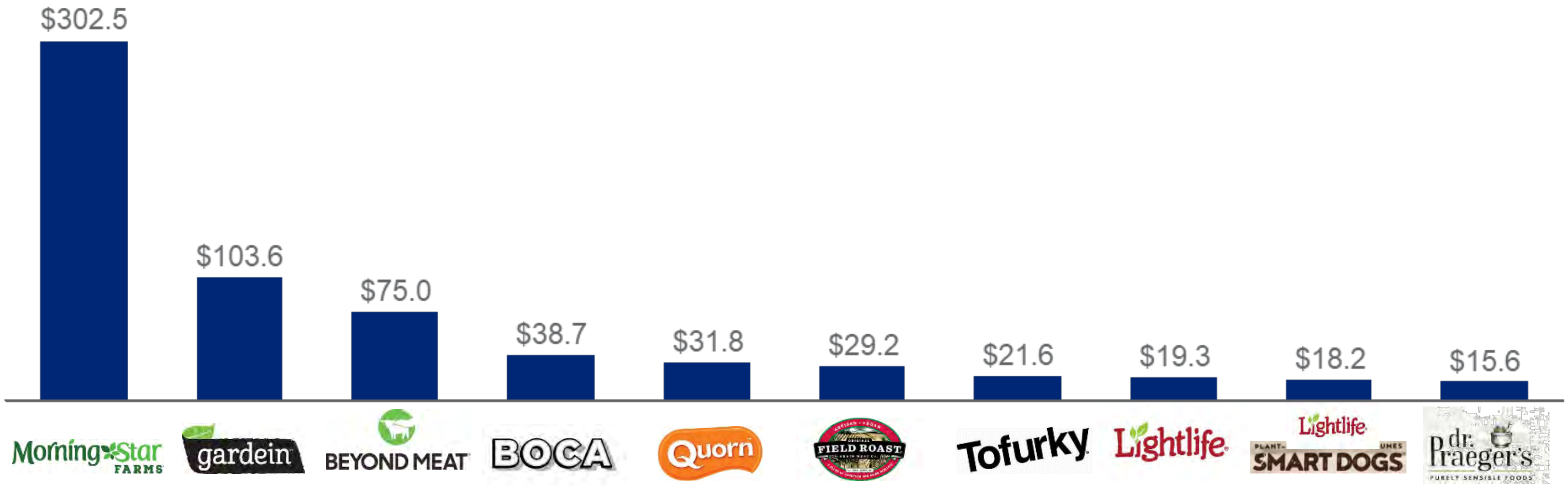




Source: IRI POS, MULOC, 52 Weeks ending 10-06-19

Morningstar Is The Top Selling Plant-Based Meat Substitute Brand, While *Beyond Meat* Had the Strongest Growth

Plant-Based Meat Substitute – Top 10 Brands Performance | MULO+C; $ Sales ($M), L52 WE 10-6-19



Dollar Share	40.5	13.9	10.1	5.2	4.3	3.9	2.9	2.6	2.4	2.1
$ % Chg v YA	3.8%	-3.9%	134.6%	-0.3%	6.8%	20.8%	-0.1%	-11.3%	1.5%	20.8%

Source: IRI POS, MULOC, 52 Weeks ending 10-06-19

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Plant-Based Meat Substitutes Are Growing In The Food And Mass Channel

Plant-Based Meat Substitutes | Channels | Drivers | MULO+C; L52 WE 10-6-19

Channels	Dollar Sales	Average Weekly ACV Weighted Dist	Average Weekly Dollar Velocity	Average Price per Volume
MULOC	↑ $746.3M +10.0%	↑ 72.7 +0.2pts	↓ $14.0 -7.3%	↑ $6.49 +2.9%
Food	↑ $548.3M +9.9%	↑ 95.3 +1.0pts	↑ $18.4 +5.0%	↑ $6.83 +3.5%
Mass	↑ $171.3M +13.2%	↑ 98.9 +0.5pts	↑ $8.0 +9.8%	↑ $5.92 +1.1%
Club	↓ $22.2M -4.9%	↓ 95.6 -3.4pts	↓ $7.4 -1.0%	↓ $4.58 -0.1%
Convenience	↓ $0.8M -17.5%	↑ 0.3 +0.1pts	↓ $20.1 -33.6%	↑ $7.87 +5.1%
Drug	↓ $33.9K -35.9%	↓ 0.6 -0.3pts	↓ $1.8 -0.4%	↑ $9.16 +2.6%

Source: IRI POS, MULOC, 52 Weeks ending 10-06-19

GROWTH TRENDS / CATEGORY OVERVIEW

Plant-Based Ice Cream

Plant-Based Ice Cream Posted Slight Gains

TOTAL ICE CREAM / SHERBET

$6.8B

-1.3% vs. year ago

PLANT-BASED ICE CREAM / SHERBET

$170.0M

0.8% vs. year ago

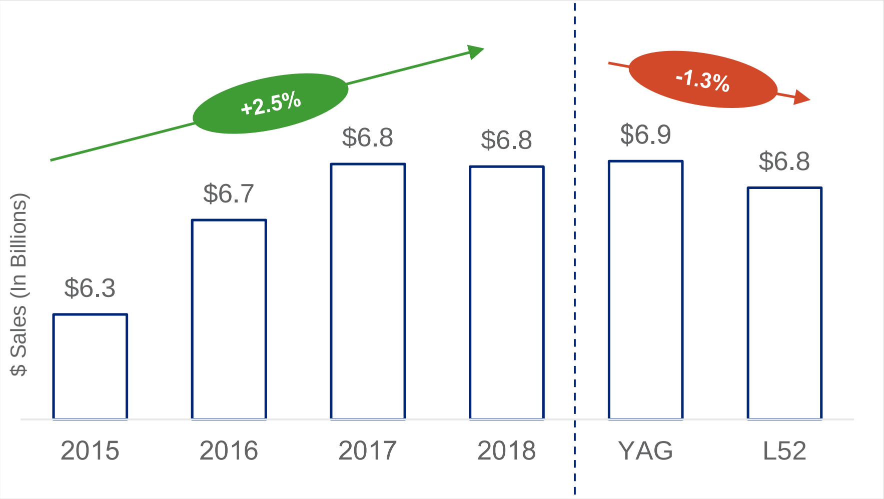
$525B **TOTAL EDIBLE SALES** **2.3%** vs. year ago

Source: IRI POS, MULOC, 52 Weeks ending 10-06-19

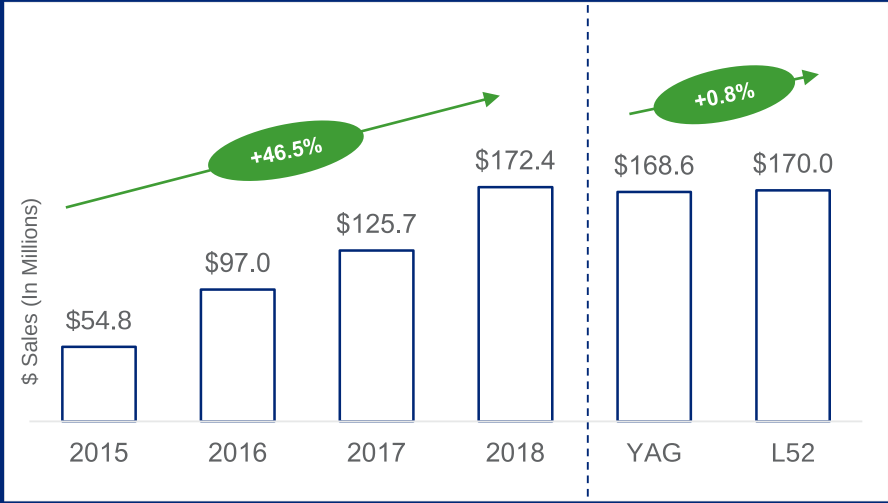
Plant-Based Ice Creams Have A Strong 3-Year CAGR However Growth Has Slowed In the Latest 52 Weeks

Ice Cream / Sherbet and Plant-Based | Sales Trend | MULO+C; CY 2015 – CY 2018; L52 WE 10-6-19

ICE CREAM (Billions)



PLANT-BASED (Millions)



Source: IRI POS, MULOC, 52 Weeks ending 10-06-19

Several of The Top Plant-Based Ice Creams Are Declining With The Exception of *So Delicious* and *Coconut Bliss*

Plant-Based Ice Cream / Sherbet – Top 10 Brands Performance | MULO+C; $ Sales ($M), L52 WE 10-6-19

Dollar Share	36.5	29.2	19.4	4.5	3.5	1.2	1.1	1.0	0.9	0.5
$ % Chg v YA	9.6%	-4.6%	-13.5%	66.8%	-20.7%	-34.8%	+++	963.2%	29.4%	-63.1%

+++ refers to % growth in thousands

Source: IRI POS, MULOC, 52 Weeks ending 10-06-19

Plant-Based Ice Cream Declines in The Mass Channel Offset Much of The Growth in AO Channels

Plant-Based Ice Cream / Sherbet | Channels | Drivers | MULO+C; L52 WE 10-6-19

Channels	Dollar Sales	Average Weekly ACV Weighted Dist	Average Weekly Dollar Velocity	Average Price per Volume
MULOC	↑ $170.0M +0.8%	↑ 64.4 +1.4pts	↓ $4.0 -6.5%	↑ $4.72 +0.4%
Food	↑ $139.9M +2.1%	↑ 87.8 +1.7pts	↓ $4.9 -3.3%	↑ $4.88 +0.1%
Mass	↓ $33.5M -7.2%	↑ 96.2 +0.9pts	↓ $1.6 -10.2%	↓ $4.14 -0.5%
Drug	↑ $1.8M +133.8%	↑ 13.5 +7.3pts	↑ $4.0 +8.7%	↑ $6.03 +10.6%
Convenience	↑ $0.3M +67.4%	↑ 0.4 +0.2pts	↓ $7.0 -12.5%	↑ $6.27 +2.8%

Source: IRI POS, MULOC, 52 Weeks ending 10-06-19

3 RECENT INNOVATION

RFG Milk Launched 67 New Items Which Generated $54.2M Sales

Plant-Based New Items Performance

Top Categories in Terms of New Item Sales (MM)

RFG Milk

$54.2

Creams / Creamers

$24.0

Meat Substitutes

$22.9

Yogurt

$18.5

FZ Meals

$12.7

Top Categories in Terms of New Number of UPCs

Protein Bars

89

Meat Substitutes

87

RFG Milk

67

Yogurt

64

Ice Cream / Sherbet

62

Source: IRI POS, MULOC, 52 Weeks ending 10-06-19

Beyond Sausage® Brat Original

14oz Brat Original

$8.6M NEW

The World's First Plant-Based Sausage That Looks, Sizzles and Satisfies Like Pork

- 16g Plant Protein
- No GMOs
- Soy Free
- Gluten Free
- Less Sat. Fat
- Kosher

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Source: https://www.beyondmeat.com/products/brat-original/

Almond Breeze Almondmilk Creamer

32oz Vanilla Creamer

$7.1M NEW

Almond Breeze™ Almondmilk Creamer is a dairy-free alternative for your morning coffee. Incredibly smooth and creamy.

- Real Blue Diamond Almonds
- 15 calories per serving
- Dairy Free
- Soy Free
- No GMOs

Source: https://www.bluediamond.com/brand/almond-breeze/almondmilk-creamer/unsweetened-original-almondmilk-creamer

Planet Oat Oatmilk Brings Low-Sugar Taste to the Dairy-Free World

Original Flavor 52oz

$6.8M NEW

Planet Oat Oatmilk brings you rich, creamy, full-bodied beverage that's just a little bit sweet, and is free from dairy, peanuts, soy and gluten. And it contains 2 grams of protein and soluble fiber per serving.

- Made with Oats
- No Sugar Added
- Free from Dairy, Gluten, Soy, Peanuts
- No GMOs
- Good Source of Calcium & Vitamins A&D

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Source: https://www.godairyfree.org/product-reviews/planet-oat-oatmilk

Ben & Jerry's Non-Dairy Frozen Dessert with Gobs of Chocolate Chip Cookie Dough and Fudge Flakes

Chocolate Chip Cookie Dough Non-Dairy 16oz

$4.5M NEW

You've always wanted to taste the legend without the dairy, & now that our classic dough-loaded concoction is also a Non-Dairy flavor, you can! Ready... set... dough!

- Made with Almond Milk
- Non-Dairy
- Non-GMO
- Fairtrade
- Responsibly Sourced Packaging
- Vegan
- Kosher

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Source: https://www.benjerry.com/flavors/chocolate-chip-cookie-dough-non-dairy

Chobani Ripe, Red Strawberries Blended in a Creamy, Coconut-Based Recipe Made From Only Natural Ingredients

Non-Dairy Strawberry 5.3oz

$3.0M NEW

Non-Dairy Chobani coconut blend is made from only natural, non-GMO ingredients, without any artificial flavors, sweeteners, or preservatives. It's perfectly delicious, packed with probiotics, and contains 25% less sugar* than other non-dairy alternatives

- Coconut based
- Non-Dairy
- Free from Artificial Flavors, Sweeteners and Preservatives
- 25% Less Sugar
- Packed with Probiotics

Source: https://www.chobani.com/products/non-dairy-chobani/cup/loco-strawberry/

Tone it Up Protein Bars

$1.3M NEW

We use simple, clean, non-GMO,
and gluten-free ingredients to nourish your body from the inside out.

Each bar delivers 10g of satisfying plant-based protein.

- 9-10 Grams of Protein
- 170 calories
- Non-GMO
- Gluten Free

Source: *https://my.toneitup.com/pages/tone-it-up-protein*

4 What’s Next?

The Array of Plant-Based Sources is Vast

Soy
Coconut
Hazelnut
Wheat
Almond
Macadamia
Pecan
Chickpeas
Quinoa
Rice
Banana
Flax
Lentils
Barley
Cashew
Cassava
Pea
Potato
Chia
Hemp
Peanut

Oat is The Latest Craze With Several Recent High Profile Launches

New Oat Products

"People love oatmilk because it offers a smooth, creamy texture, inspired by dairy milk...."

Nikita McKinney, Silk

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Walmart Pledged to Increase its Plant-Based Product Assortment, Placing Bets on Two Launches This Year

NOT MAYO
Sabor ORIGINAL

Chilean Food Tech Start-Up; Chickpea Based Mayo Alternative

Coming Next… Not Yogurt, Not Milk and Not Cheese

NO EVIL FOODS
ASHEVILLE, NC

Compromise-Free Alternatives

WASTE FROM A FARM OF 2,500 DAIRY COWS = WASTE FROM A CITY OF 411,000 PEOPLE

Wrap Up & Conclusions

- Consumer interest in plant-based eating is **on trend and growing, and expected to continue growing**
- Key **motivators** are **health** and **weight management** but also interest in reducing environmental impact and promoting animal welfare
- **Vegan** and **Dairy-Free** are the **top diet choices** that drive Plant-Based Dairy purchases
- Plant-Based Milk and Meat Substitutes are the largest categories; however, **plant-based is rapidly expanding** in Creamers, Protein Supplements, Yogurt and Whipped Toppings
- **Protein Bars, Meat Substitutes, RFG Milk, Yogurt** and **Ice Cream** had the **most new item launches** in 2019

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Questions
& Answers

FOR MORE INFORMATION, CONTACT US

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Plant-Based Foods:
Insights into Innovations, Growth and Shopper Trends

From Plant-Based to Cell-Cultured: A Regulatory Update on Alternatives for Traditional Food Items

WEDNESDAY, DECEMBER 11, 2019

(2:00 PM EST / 1:00 PM CST / 11:00 AM PST)

Participants should attend this webinar to gain insights into:

- Regulatory status at the state and federal levels.
- Best practices for labeling these types of products.
- A look into what future regulation might look like for these products.

https://www.fmi.org/forms/meeting/Microsite/2019plantbased3

Understanding the Plant-Based Food Consumer

THURSDAY, JANUARY 16, 2020

(2:00 PM EST / 1:00 PM CST / 11:00 AM PST)

Participants should attend this webinar to gain insights into:

- Plant-based consumer demographic & purchase trends.
- What's working for plant-based products?
  - How are these products perceived and used by buyers?
  - What are the advantages and disadvantages?
  - How do demographics and household composition affect perceptions and usage?
- Key product purchase considerations.

https://www.fmi.org/forms/meeting/Microsite/2019plantbased4