



2024 Marriner Trends Report



Food & Beverage Trends



Thriving on Wellness



Sustainable Symphony



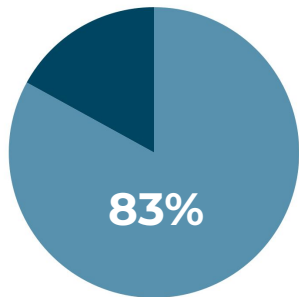
Convenience Concierge



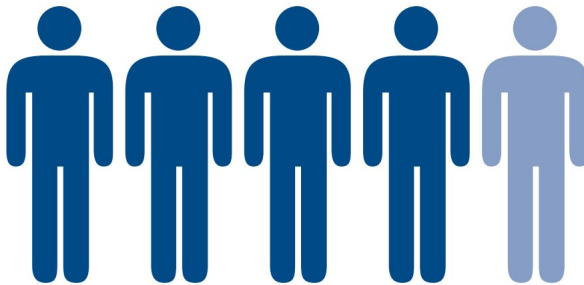
Thriving on Wellness

THRIVING ON WELLNESS

Consumers continue to educate themselves on the impact that food has on their health. They are reading food labels, researching ingredients, and making informed choices about what they eat and drink.



83% of shoppers pay attention to labels at least sometimes and 50% do so "always" or "often."

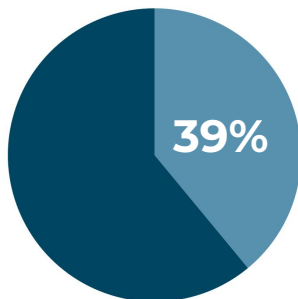


4 out of 5 adults aged 20 and older report they regularly use the Nutrition Fact panels when deciding to buy a food product.

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vit. D 2mcg 10%	Calcium 260mg 20%
Iron 8mg 45%	Potas. 240mg 6%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

THRIVING ON WELLNESS

It's about more than general health.



39% of consumers use fresh food specifically to prevent diseases.

And now it's about extended healthspan—the period of life spent in good health.

Why 'Healthspan' May Be More Important Than Lifespan



Getty Images



Today in the United States, the average life span is 77 years, but the average health span is 63.

Expanding it means:

- Medical system upgrades
- Tackling long-standing health issues
- Proactive long-term strategies related to diet, sleep, exercise and social support



Plant-Based Power

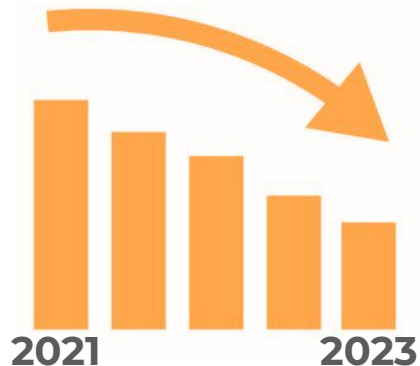


Functional Fluids



**Gender Specific
Solutions**

Meat Alternatives



Volume sales dropped **20.9%** for the 52-week period ending July 2, 2023.

Growing demand for products that are less processed, with fewer additives and more natural ingredients.

73%

of the U.S. food supply is ultra-processed

60%+

of caloric intake in the U.S. comes from ultra-processed foods

34%

of US adults say “highly processed” is a top concern when purchasing food or drink

61%

try to avoid processed foods at least sometimes

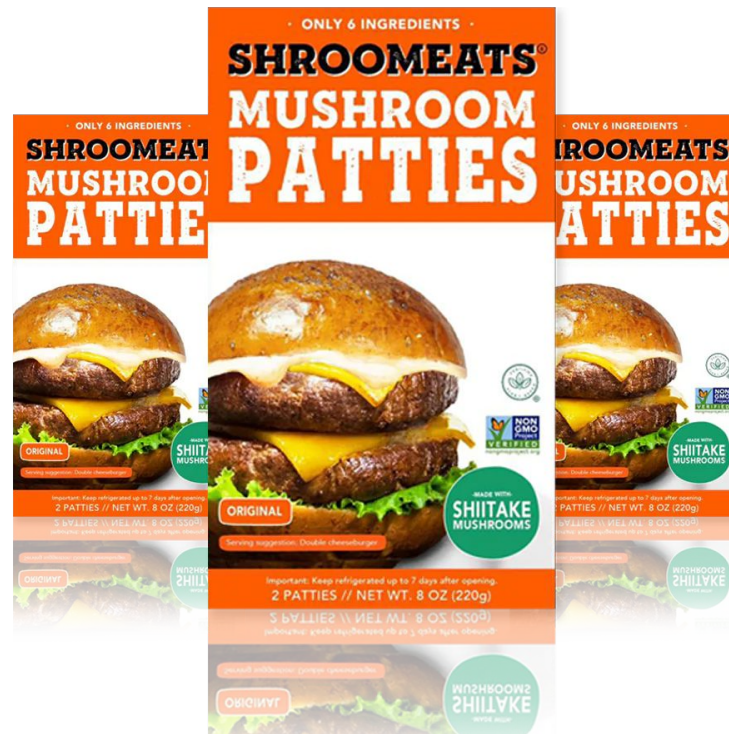
2024 will bring a more “veg-led” strategy.

Scary meat substitutes OUT.

Genuinely plant-based ingredients like veggies, pulses, seeds, and nuts IN.



Purple Cauliflower Steak, Larsen's Restaurant, CA chain



Shelf-stable vegan meats made from upcycled shiitake mushrooms

THRIVING ON WELLNESS | Plant-Based Power



Finest Signature Vegetable mains from Tesco. Options include dishes like roasted butternut squash and stilton crunch, and roasted cauliflower and bean tagine.



Wunder Eggs – “the world's first 100% vegan plant-based hard-boiled eggs”... made from simple, whole food ingredients like cashews, almonds, and coconuts. Available in foodservice.



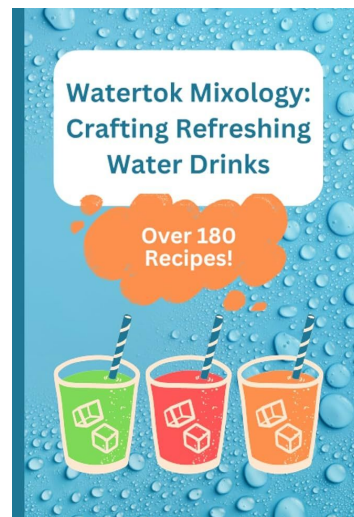
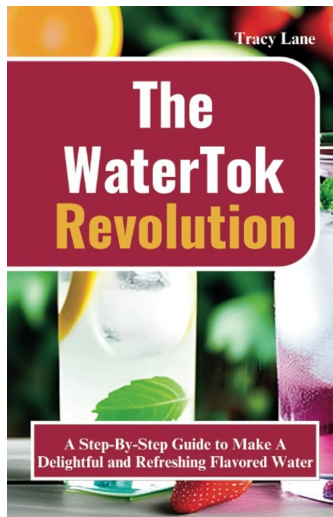
The Actual Green Burger from Actual Veggies Made from Kale, Broccoli and Spinach.



Jack & Annie's produces alternatives with jackfruit as the #1 ingredient, along with other "real, whole foods that are minimally processed and nutritious."

In January 2023, Smashburger launched a test of jackfruit patties at locations in Colorado, New York and New Jersey.

THRIVING ON WELLNESS | Functional Fluids



The functional water market is currently dominated by Coca-Cola Smartwater with nearly 27% of U.S. market share, per Euromonitor.



Other popular brands include Nestle-owned Essentia and PepsiCo-owned brands, LIFEWTR and Propel.



- Electrolyte-infused, unflavored water
- Filtered with a 7-step filtration process
- Contains alkaline as well as enhanced pH levels

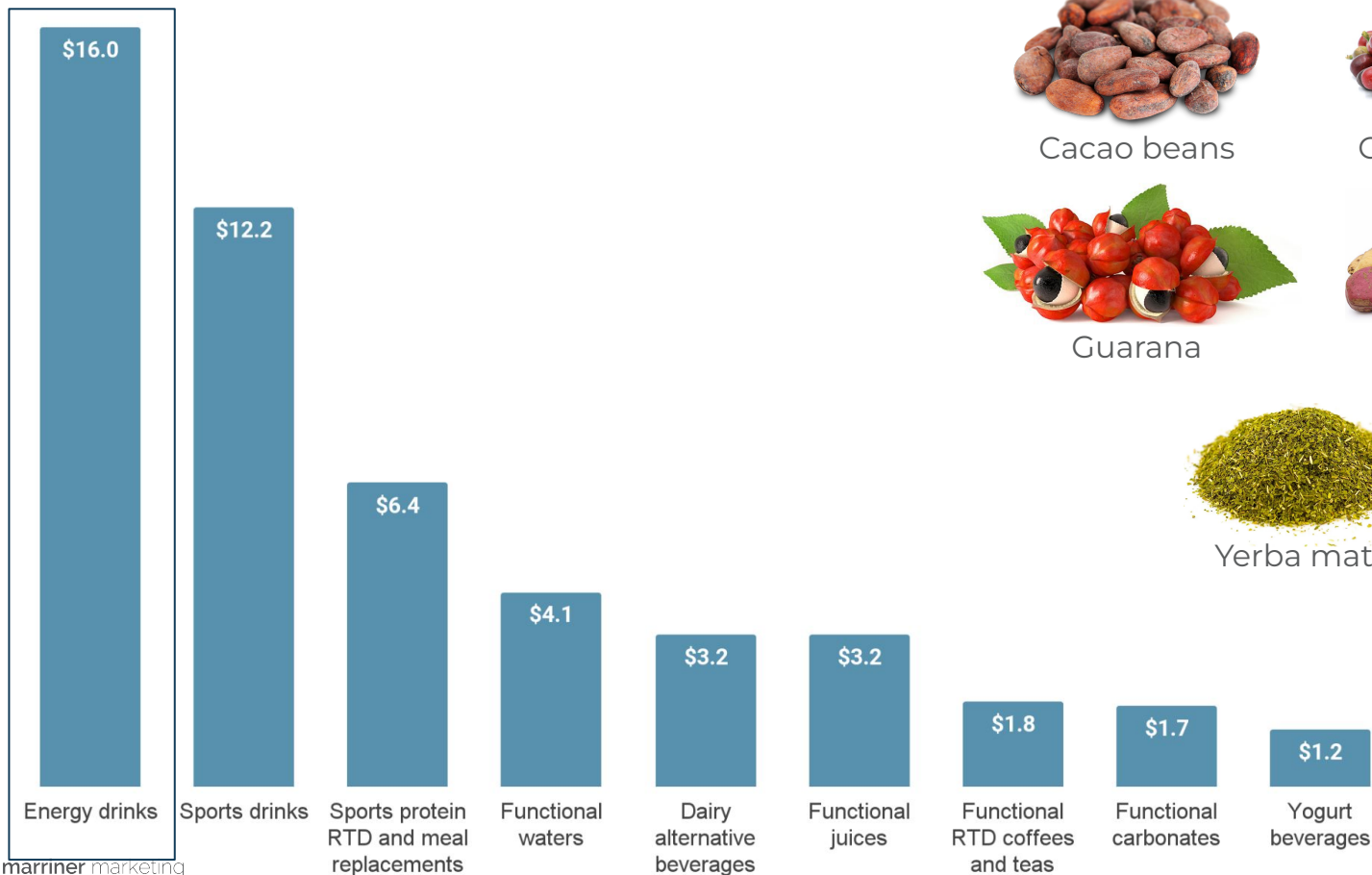
30M

consumers are NOT
reaching for
enhanced water

“Most cases, it’s because
it’s not a brand that they
know and trust.”

Michael Del Pozzo
President of Gatorade

THRIVING ON WELLNESS | Functional Fluids



Cacao beans



Coffee cherries



Guarana



Kola nuts



Yerba mate

THRIVING ON WELLNESS | Functional Fluids



Emphasizes the use of ingredients such as ginger, guarana, green tea, and essential vitamins.



Zero sugar. Zero calories. Caffeine from green tea leaves.

Many alternative sources of caffeine are botanicals.

Botanicals are herbs, plants and flowers harnessed for their flavors and potential medicinal and therapeutic health benefits like:

- Essential nutrients and antioxidants that support overall health and wellness
- Specific medicinal properties that aid in the prevention and management of various health conditions

Botanicals can be energizing and relaxing at the same time.



Hibiscus



Lavender



Hemp seed

THRIVING ON WELLNESS | Functional Fluids

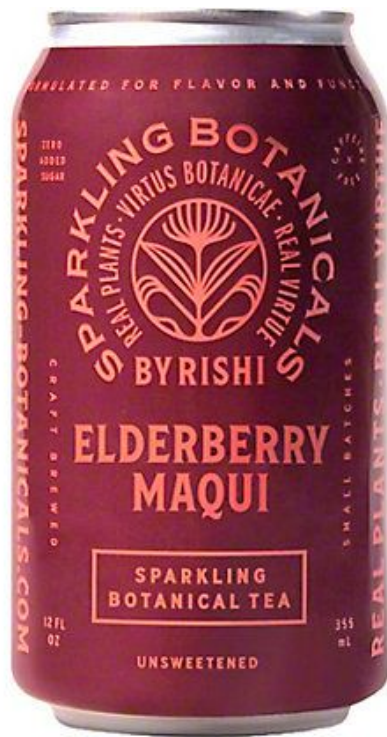
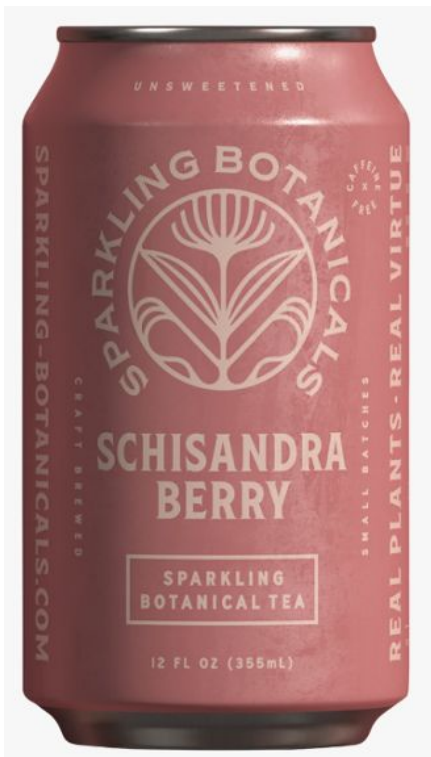
The global botanical infused drinks market is set to enjoy a valuation of \$328M in 2023 and an expected \$608M by 2033.



Exeer Botanical Beverages are sparkling botanical drinks.

- Floral waters
- Sweetened with maple syrup
- Natural and healthier alternative to traditional soft drinks

Flavors like Mint Soother, Neroli Refresher, PussyWillow Stimulator, and Rose Water Relaxer.



Twist on traditional sparkling beverages.

Made with organic teas and botanicals.

Come in a variety of flavors like Schisandra Berry, Elderberry, Grapefruit Quince and more.

Each blend features specific botanicals chosen for their wellness properties, such:

- Adaptogens for stress relief
- Ginger for digestion
- Berries for antioxidants

Move over matcha...it's mushroom mania!

Adaptogenic fungi:

- Reishi
 - Lion's mane
 - Chaga
 - Cordyceps
- 
- Stress-relieving
 - Cognitive-boosting
 - Immune-supporting



Reishi



Lion's mane



Chaga



Cordyceps

Post-pandemic, consumers are increasingly seeking out ingredients that support both the body and mind, which has caused awareness and adoption of these fungi to skyrocket.



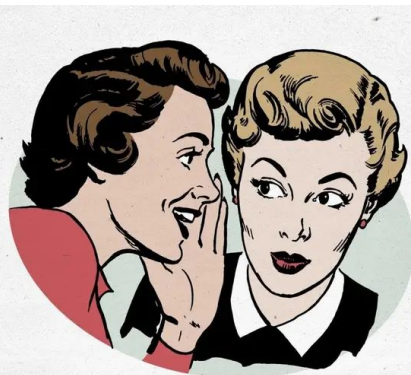
The functional mushroom category is currently valued at \$22.3B with a projected CAGR of 9.5% by 2032.



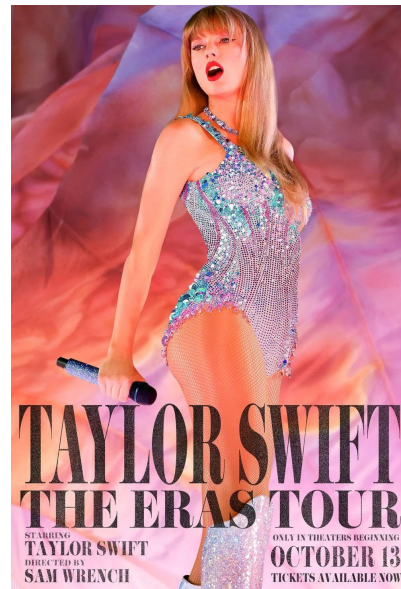
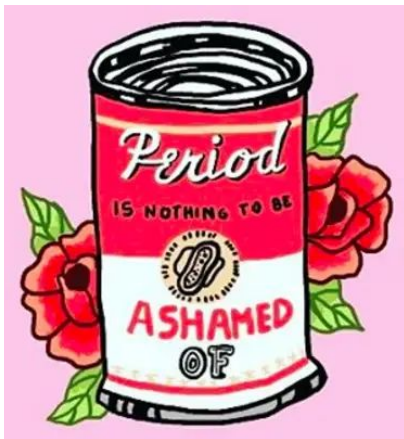
Mud WTR is a coffee alternative made of 100% organic cacao, masala chai, and mushrooms to provide natural energy and focus without the jitters and crash.



Odyssey Functional Mushroom Elixirs blend the benefits of adaptogenic mushrooms like Lion's Mane and Cordyceps. Designed to support energy, focus, immunity, and mood.



"Shhh, Susan! Tell them you've got the flu not your period!"



THRIVING ON WELLNESS | Gender Specific Solutions



Focuses on women's digestive health by offering synbiotic blends of prebiotic fiber and probiotics.



Girl, Bye is a women's "electrolyte elixir." It helps keep the body hydrated and the urinary tract healthy.



All-natural, gluten-free, plant-based energy bars with powerful ingredients to support female nutrition during menopause.

THRIVING ON WELLNESS | Gender Specific Solutions



Hydrating for Two: How Electrolytes Can Benefit Both Mom and Baby



The Best Tips For a Successful Run



THRIVING ON WELLNESS | Gender Specific Solutions

Mixhers focuses on women's health and wellness, offering a range of supplements specifically designed to address various stages and aspects of a woman's life



Hormone balance blend to ease PMS, cramps, and period discomfort.



Daily greens blend for gut health, immunity, and energy.



Sleep support blend for relaxation and restful sleep.

In the U.S.,
women account for

85%

of all consumer
spending

Women control
over

\$31.8T

in world wide
spending

75%

of women express that
they are proactively
concerned about their
health

FOOD & DRINK WOMEN NUTRITION

Women Need To Eat Differently When They Hit Their 40s. Here's Why, And What To Do.

Ease into this next phase of life by making some smart nutritional choices to help yourself age as gracefully as possible.

By Julie Kendrick

Jul 20, 2023, 05:45 AM EDT | Updated Jul 21, 2023

Marketing to Women Could Be a Business Owner's Best Decision

Women make the bulk of buying decisions on everything from food to cars, but just painting your product pink isn't enough to appeal to these savvy consumers.

A large, light gray watermark is positioned on the left side of the slide. It features a stylized letter 'M' and a large arc that forms part of a 'D', likely representing the letters 'MD' for the company name.

Sustainable Symphony



Food Production



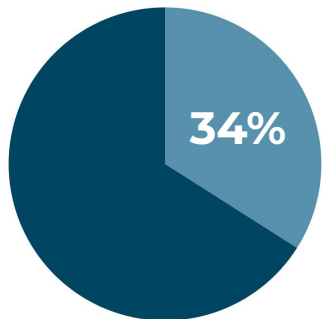
Reducing Food Waste



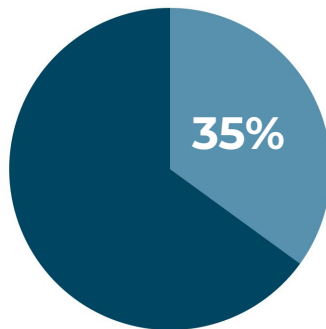
Packaging

SUSTAINABLE SYMPHONY

We continue to see a positive trend in consumer awareness and willingness to consider climate impact when making food choices.



34% of Americans say **environmental sustainability** is highly impactful on their decisions to buy foods and beverages.



35% say the **climate-friendliness** of a food/beverage product has an impact on their choices.

46% Millennials

39% Gen Z

38% Gen X

22% Boomers

51% Parents

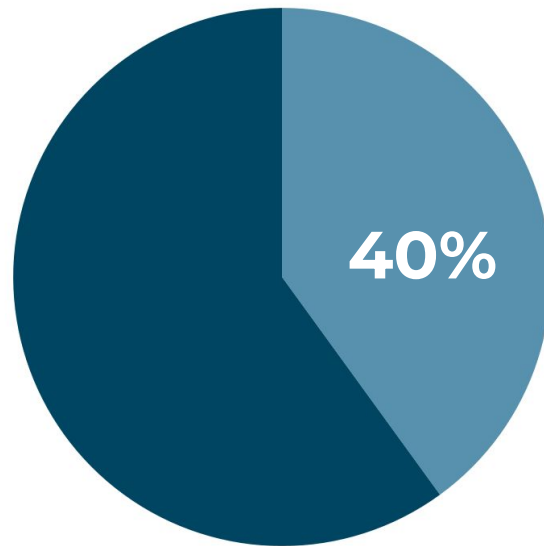
SUSTAINABLE SYMPHONY

Among those who say they care, category decisions most impacted by climate friendliness are:

62% Meat and poultry

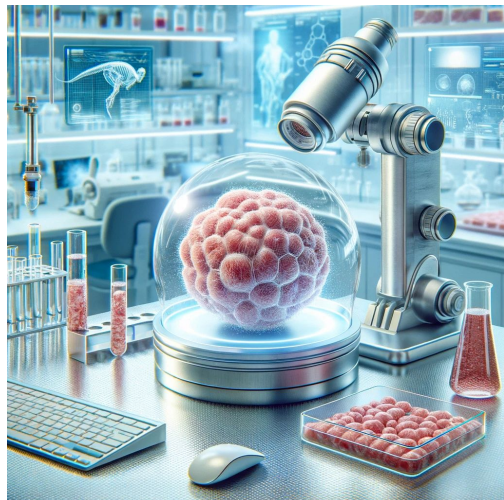
55% Fresh fruit and vegetables

50% Dairy



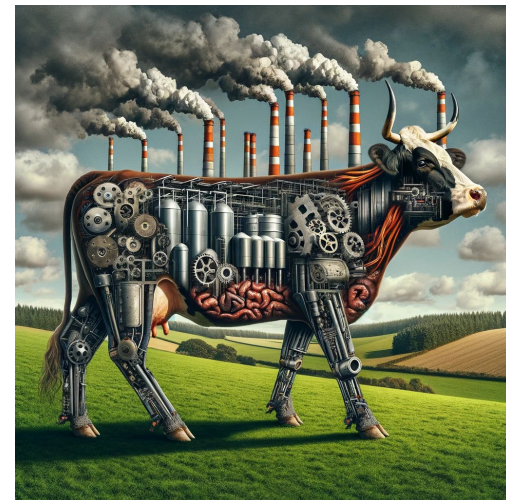
40% say knowing that the food or beverage is **produced in a way that minimizes its carbon footprint/climate impact** is very or somewhat important to their purchasing decision.

The environmental impact of meat production has been an impetus for innovation around meat alternatives and cell-based meat in particular.



Compared to conventional beef production:

- 92% less global warming
- 93% less air pollution
- 95% less land use
- 78% less water use





UPSIDE Foods has launched a contest via its social media accounts enabling consumers to enter for a chance to be among the first to try UPSIDE's cultivated chicken. Image credit: UPSIDE Foods

‘A truly historic moment...’ UPSIDE Foods and GOOD Meat clear final hurdles to launch cultivated meat in the US

June 21, 2023 Elaine Watson





Cultivated “chicken,” fried in a recado negro (Yucatan spice mixture)–infused tempura batter, served alongside burnt chili aioli and edible flowers and greens from Crenn’s Bleu Belle Farm.



Cultivated “chicken” skewered and grilled.

Plant-based seafood was the fastest-growing plant-based food niche in 2022-2023.



Nestle has launched three new types of plant-based white fish alternatives in Europe and Asia. A crispy fillet and crispy nuggets under the Garden Gourmet brand; and crispy fish-free fingers under the Harvest Gourmet brand.

In 2023, Konscious Foods launched the world's-first frozen sushi, poke bowls and onigiri in 4,500 retailers across North America, as well as a ready-to-eat item featured in the sushi counters of Whole Foods Market.



Expect expansion into North America foodservice in 2024.

The "Thaw & Serve" design saves labor costs and time, reduces food waste, and makes them ideal for busy kitchens.

In 2022, Plantish unveiled whole-cut plant-based salmon filets which they said would hit the market in 2024...but they ended up being a little early.



oshi

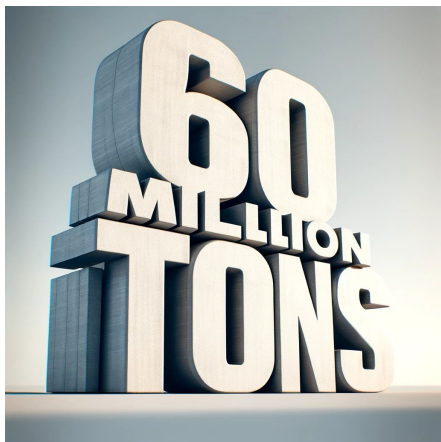


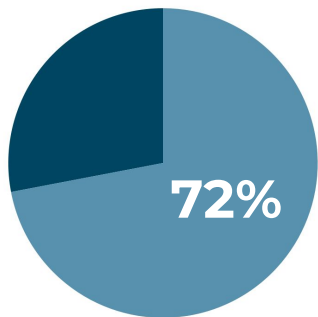
Seared Balsamic “Salmon” with velvety “parmesan” & chive polenta paired with roasted broccoli infused with thyme and a touch of zesty lemon.

Future Ocean Foods, the first alternative seafood association launched in November 2023 to support the alternative seafood industry.

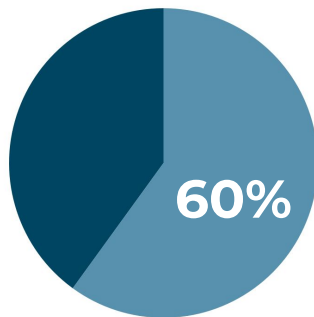


The United States discards more food than any other country in the world.

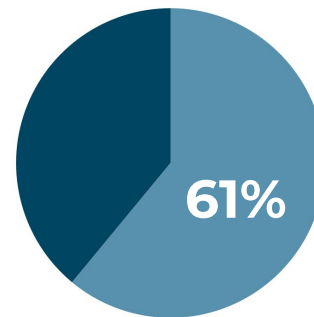




72% of consumers have become more conscious about their **level of food waste** post the pandemic.



60% of consumers feel **guilty about wasting food.**



61% of consumers feel **brands, stores, and supermarkets should do more** to help reduce waste.

GlobeScan Healthy & Sustainable Living Report 2023



6 in 10 say avoiding food waste could have a large impact on protecting the natural environment.

SUSTAINABLE SYMPHONY | Reducing Food Waste



The SAVRpak Drop-In keeps perishable foods fresh for 4 to 14 additional days, depending on the produce.



Delivery solution draws steam from the air, allowing moisture to collect inside the pad rather than forming condensation in the box.

SUSTAINABLE SYMPHONY | Reducing Food Waste

AI has the ability to revolutionize the reduction of food waste.

- Predict demand and optimize supply chains with algorithms that analyze historical data
- Monitor freshness and identify spoilage with AI powered cameras that monitor freshness in real time
- Optimize storage and transportation to ensure food arrives fresh and edible

CRYSTAL.EYE™ from Neolithics
Uses the most advanced optical imaging technology available to scan fruits and vegetables.



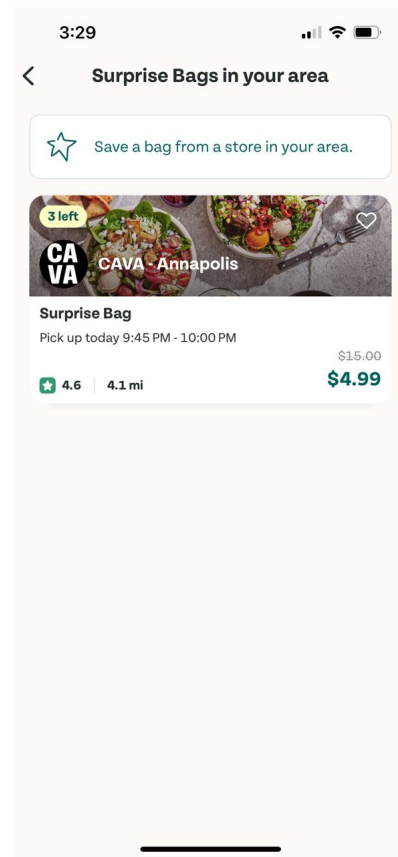
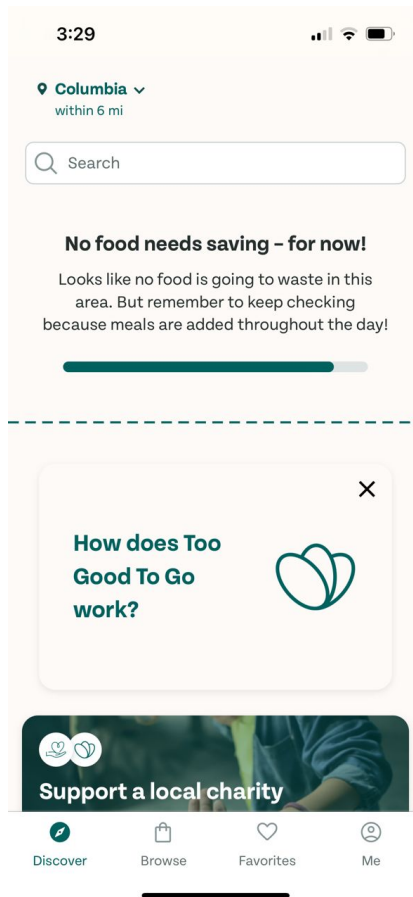
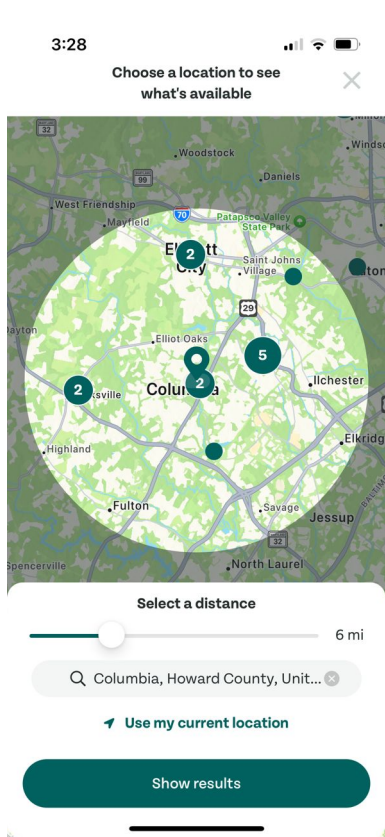
SUSTAINABLE SYMPHONY | Reducing Food Waste

Orbisk – a Dutch startup is focusing on reducing food waste in professional kitchens in a similar way.

- A smart camera is mounted above waste bins and captures images of discarded food.
- Powerful algorithms analyze these images, identifying and categorizing the food items with remarkable accuracy.
- Insights about wasted food types, quantities, and times of day are presented in a user-friendly dashboard.



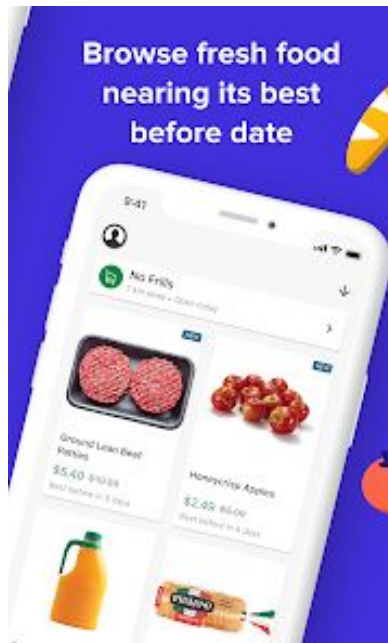
SUSTAINABLE SYMPHONY | Reducing Food Waste



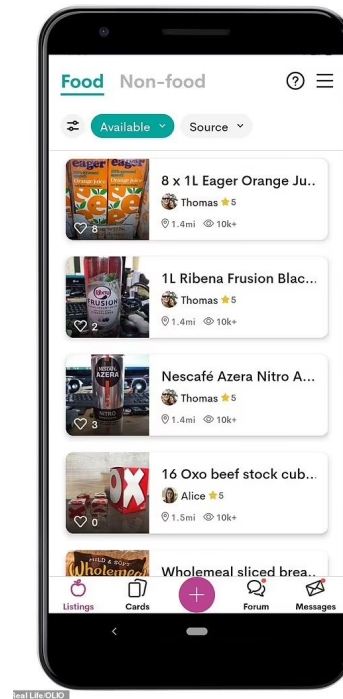
SUSTAINABLE SYMPHONY | Reducing Food Waste



Next Plate



Flashfood®

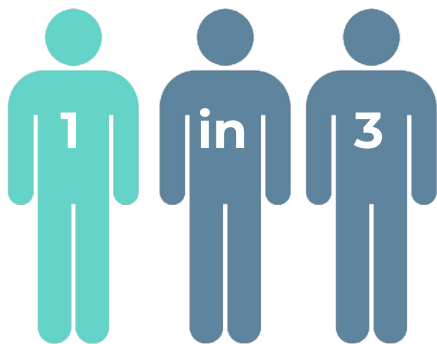


olio

Upcycling continues in 2024 – transforming edible food that would otherwise be thrown away

What kinds of food are upcycled?

- Imperfect fruits and vegetables
- Food processing byproducts
- Expired or near-expired food



More than a third of consumers consider upcycled products to be more appealing than other products.

North American food and beverage launches with a food waste and/or upcycling claim experienced

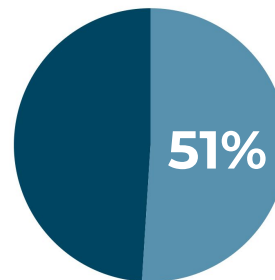
52%

average annual growth between 2017 and 2021.

SUSTAINABLE SYMPHONY | Reducing Food Waste

The first certification program ensuring food upcycling products meet specific safety and quality standards.

- Launched in 2021
- Certified products follow strict guidelines related to ingredient sourcing, processing, and labeling.
- 93 companies and 480+ products are certified

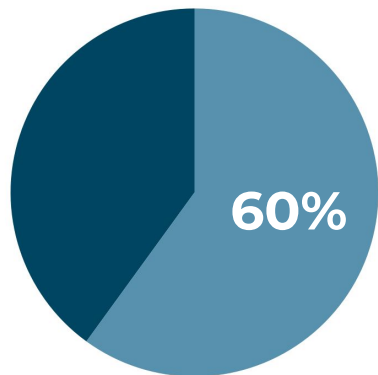


of consumers are more likely to buy a product identified as Upcycled Certified.

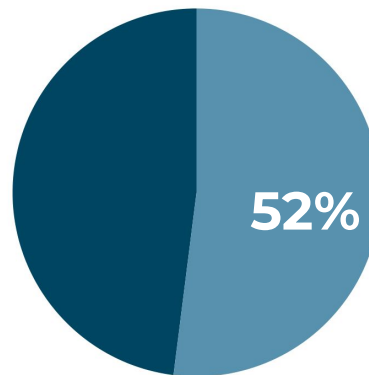
SUSTAINABLE SYMPHONY | Reducing Food Waste

- **Kazoo Snacks**
 - Tortilla chips made from 40% upcycled corn germ
 - Reclaiming this corn germ reduces Kazoo's water footprint by at least 16 gallons of water per 11 oz bag
- **Uglies®**
 - Kettle chips crafted from upcycled potatoes with slight imperfections
- **Spare Tonic**
 - Effervescent drink made from whey that would otherwise have been discarded
 - Only three other ingredients: fruit, spice and honey





60% of North American consumers consider it important to buy products in **recyclable or environmentally friendly** packaging.



52% of North American consumers **look for sustainable packaging** when they buy products.

SUSTAINABLE SYMPHONY | Sustainable Packaging



- Claim to be the world's first wrapper-free snack and protein bars
- Made from 100% raw, cold-pressed ingredients with a low carbon footprint
- Has a waterproof coating made from beeswax and other natural ingredients
- Rinse under the tap before eating

- High-clarity take-out containers
- Made with 97% plant-based materials
- CMA certified compostable
- Heat-resistant
- Stackable
- Leak-resistance

GoodToGo™
MICROWAVABLE



good,
natured
better everyday products

SUSTAINABLE SYMPHONY | Sustainable Packaging

Reusables.com, a Vancouver-based company working to make sustainable takeout packaging the norm

How it works:

- Restaurants partner with Reusables and stock their takeout containers.
- Customers choose their food in Reusables containers instead of disposables.
- Consumers either return the containers to participating restaurants within 14 days for cleaning and reuse, or pay a deposit to keep them.
- Smart Return Bins that use IoT technology for seamless returns and complete traceability.
- Reusables sanitizes and circulates the containers back to restaurants.



SUSTAINABLE SYMPHONY | Sustainable Packaging

Smart Return Bins also allow for seamless returns and complete traceability.

RFID tags help achieve a 99% overall return rate.

As of 2023, Reusables.com has expanded its operations, working with over 100 food businesses across North America.



Uber Eats initiates sustainable packaging pilot effort in Canada

The programme will be applicable to the areas of Toronto and Vancouver.

June 16, 2023



Uber Eats pledges to eliminate plastic waste from deliveries by 2030



Reusables.com Launches New Technology For Universities to Eliminate Packaging Waste



Convenience Concierge



**Elevated
Convenience Food**



Options for One



**Elevated Prepared
Foods**

We're balancing busy lifestyles with tighter budget constraints
but in a way that delivers on cravings for diverse and exciting culinary experiences.

***We're time
strapped.***

60%

of adults don't believe
there are enough hours in
the day to get everything
done.

***We're cash
strapped.***

90%

are very or somewhat
concerned about grocery
and food prices.

But food is an outlet.

83%

say they enjoy exploring
new cultures through
food.

53%

of Americans consider
themselves adventurous
eaters.



- Upgrade the packet
- Get fancy with stock
- Spice it up
- Level up the protein



Brands are stepping up their game to help meet demand for a gourmet experience at a reasonable price.



Naomi Osaka and Usher Help
Vegan Ramen Brand Immi Raise \$10
Million

**This startup wants to do the
impossible: make healthy instant
ramen**

- Vegan, low-carb, and high-protein (pumpkin)
- Flavors include Black Garlic “Chicken,” Spicy “Beef,” and Tom Yum “Shrimp”

Bring "real-deal" Asian flavors to home cooks by offering products that are both convenient and authentic.



I Tried Omsom's New Saucy Noodles and Found My New 4-Minute Dinner



By Justine Lee

Published May 22, 2023

- "Om sòm," which means "noisy, rambunctious, and riotous"
- Made with air-dried, knife-shaved noodles
- Flavors include Soy Garlic, Coconut Lemongrass Curry, Garlic Black Pepper, and Chili Sesame
- Less than 400 calories per serving
- Ready in four minutes

CONVENIENCE CONCIERGE | Elevated Convenience Foods



4 in 10 adult consumers under 45 seek condiments with restaurant-centric flavors.

“Drizzled on just about any dish for an instant upgrade.”



- Salsa Macha with Nuts & Seeds
- Salsa Macha with Mango & Pineapple



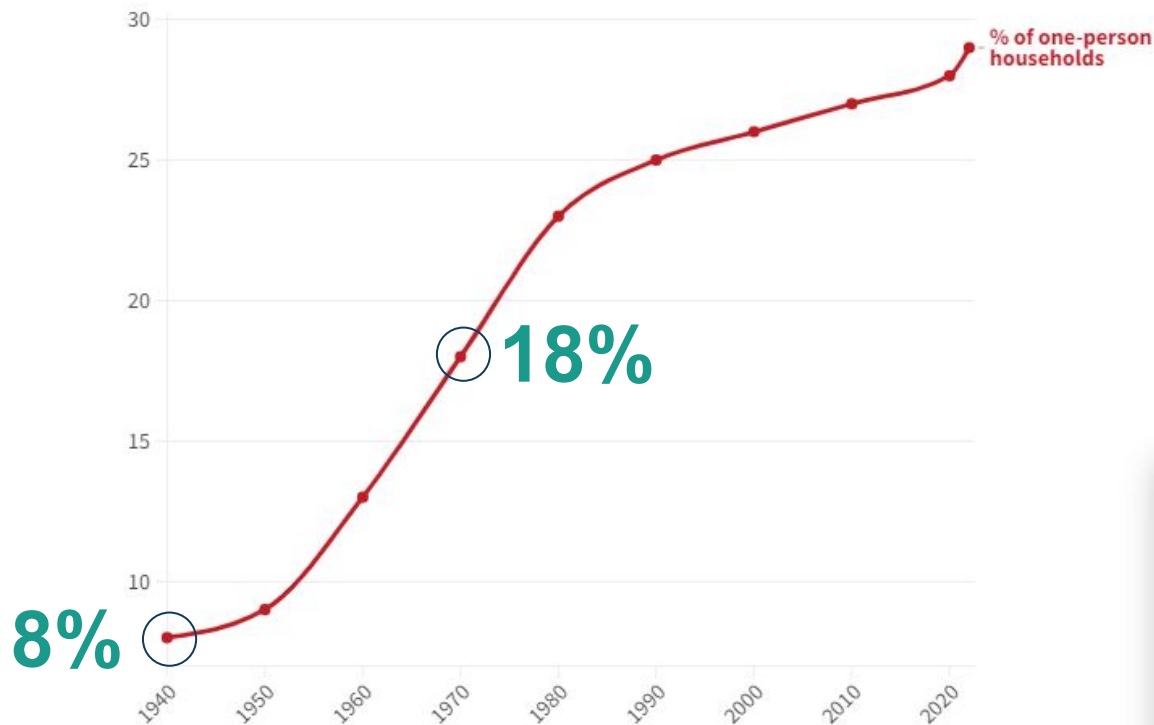
- Triple Garlic
- Umami Miso
- Sweet 'n Sour

**Enhance creations
“with enough time in
your pocket to catch
your friends, water
your plants and watch
HBO.”**

CONVENIENCE CONCIERGE | Growing Popularity of Tables and Takeaway Options for One

More Americans are living alone

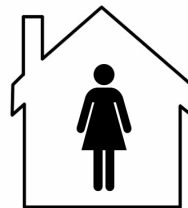
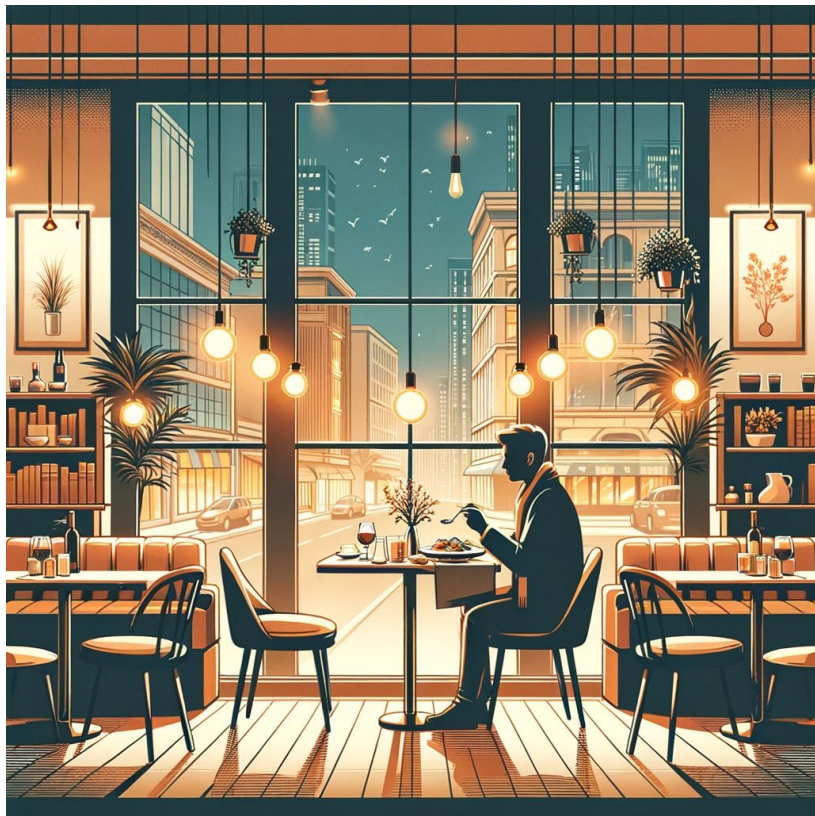
Single-person households have more than tripled since 1940



Source: U.S. Census

Nearly
30%
of American
households comprise of
a single person

CONVENIENCE CONCIERGE | Growing Popularity of Tables and Takeaway Options for One



Solo dining & the growing market for single-serve meals

The glories of dining out alone

Solo dining is one of life's great pleasures — and privileges.

EXCLUSIVES › OPINION

Table For One Please: How Eating Alone Has Become One Of The Coolest Dining Trends

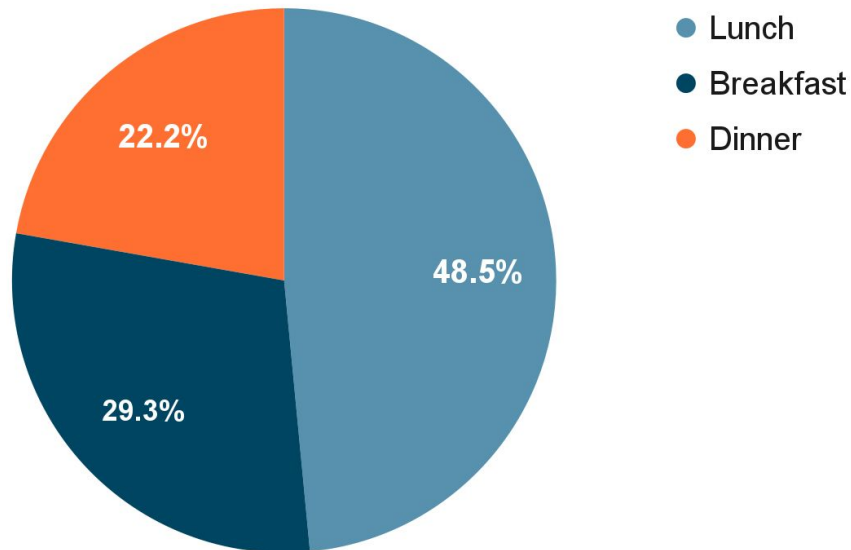
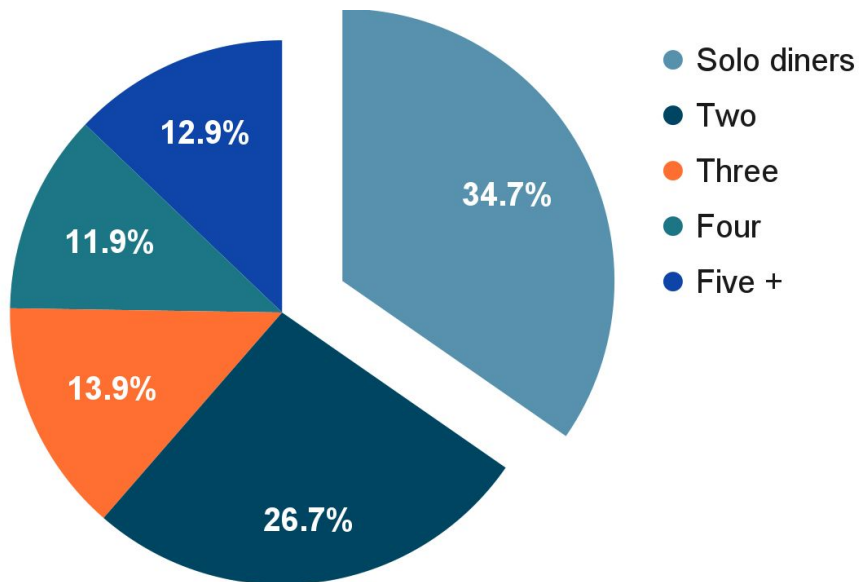
Preference for solitude

Eating alone can be a deliberate choice for relaxation, reflection, or enjoying food without social pressure.



Convenience and catering to individual needs like solo dining are deeply intertwined.

People want solutions that seamlessly integrate into their unique schedules, preferences, and lifestyles – like dining out or eating alone



CONVENIENCE CONCIERGE | Growing Popularity of Tables and Takeaway Options for One

In 2024, big chains will accelerate development of personal meals to cater to growing demand for solo dining.



October 2023, Marco's pizza launched it's Pizzoli – a handheld featuring meats and cheeses rolled up in their house-made dough.

Pizza-adjacent handhelds have been showing up on menus intended for convenient single-person meals.



March 2023, MOD Pizza introduced a new handheld pizza option, The Pocket Pie.

CONVENIENCE CONCIERGE | Growing Popularity of Tables and Takeaway Options for One

Expect restaurants to tout the ability to remember guests' preferences and develop experiences more tailored to single-person occasions.



Ichiran, Brooklyn, NY



Yunnan Noodle Shack, Toronto

CONVENIENCE CONCIERGE | Growing Popularity of Tables and Takeaway Options for One

We could see more bar seating, counters, or small nooks where solo diners don't feel like people are watching them.



The Palomar, London



Bancone, London



Juniper and Ivy, San Diego, CA



The Glass House, Boston, MA

ROSÉS

CHIARETTO DI BARDOLINO

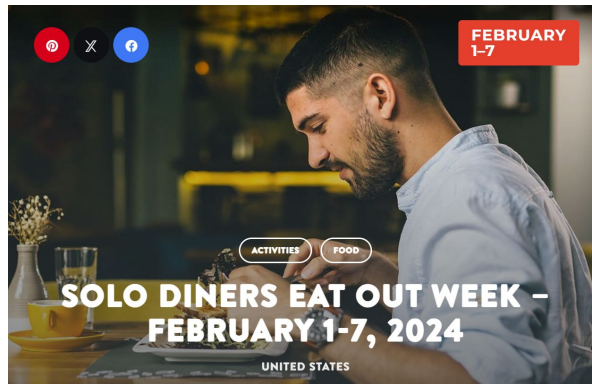
DELIBORI

Btl	\$30.00
1/4 Litre	\$10.00
1/2 Litre	\$20.00
1/1 Litre	\$40.00

COTES DE PROVENCE

WHISPERING ANGEL - FRANCE

Btl	\$51.00
1/4 Litre	\$17.00
1/2 Litre	\$34.00
1/1 Litre	\$68.00



Amataro in Tokyo now offers an all-you-can-eat yakiniku deal for solo diners

Restaurant chain offering 'peace and quiet' solo tables for parents after summer holidays

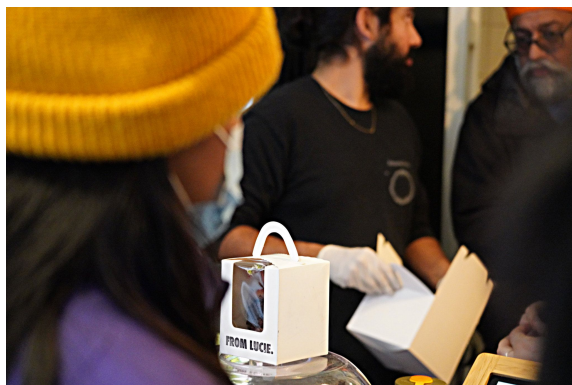
Now that children have gone back to school the company says mums and dads can have a table to themselves with a free drink

In New York, a 'cake renaissance' has customers lining up for slices



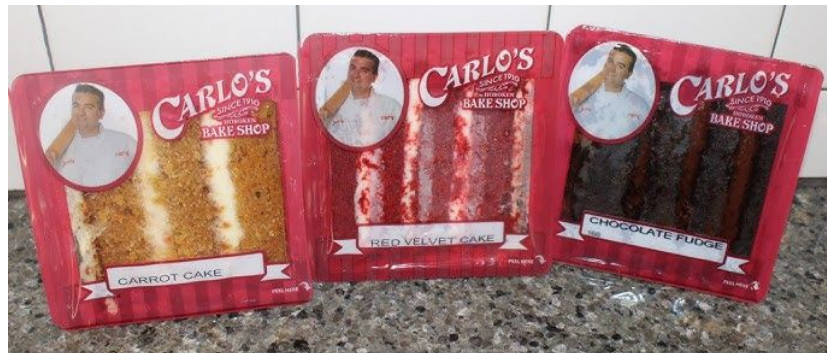
By [Joyce Koh](#)

June 20, 2023 at 2:00 p.m. EDT



Lucie Franc de Ferriere opened From Lucie in NYC in early 2023.

CONVENIENCE CONCIERGE | Growing Popularity of Tables and Takeaway Options for One



November 2023, Buddy Valastro of "Cake Boss" announced that Walmart would be selling his individual cake slices.



Little Debbie expanded its fall baking lineup for 2023 with the addition of new single-serve Pumpkin Pies.



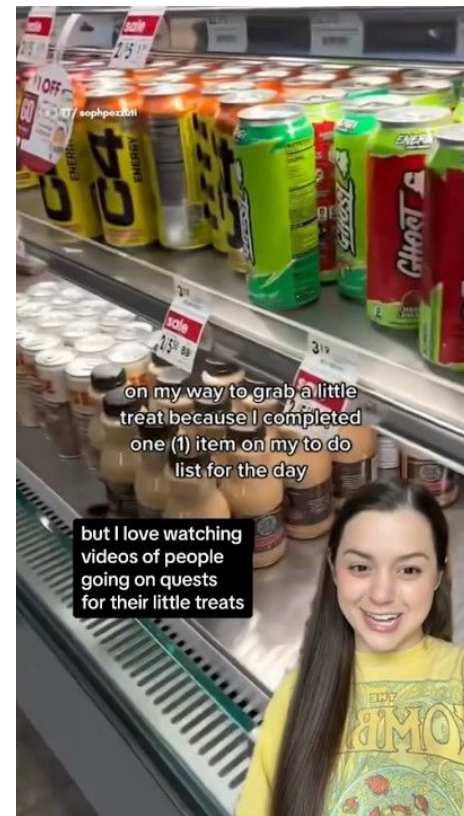
Halo Top moved beyond the freezer to the baking aisle with Halo Top Light Cake Mix Single-Serve Cups.

CONVENIENCE CONCIERGE | Growing Popularity of Tables and Takeaway Options for One



TikTok's little treat culture is where people reward themselves as they go about their day.

In this case, it goes beyond convenience, tapping into a cultural movement that celebrates self-care and the joy of small indulgences.

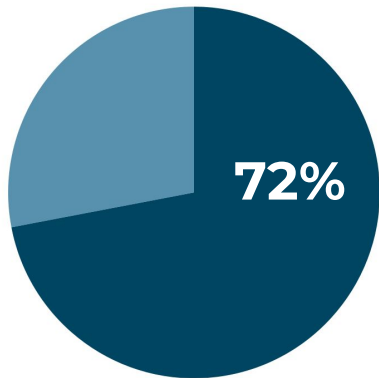


CONVENIENCE CONCIERGE | At-home Gourmet Cooking Experiences, Effortlessly

The meaning of convenience continues to evolve in the lives of consumers.

It's not all about avoiding the kitchen or eating on-the-go or by yourself.

Instead many are trying to become more efficient in their cooking at home.



According to Mintel, 72% of consumers say that heat-and-eat prepared meals are a great way to try new foods and flavors.



Feast & Fettle is a meal delivery service in the New England region. In Q4 of 2023 they expanded to start selling their entrees and sides from a store-front.

CONVENIENCE CONCIERGE | At-home Gourmet Cooking Experiences, Effortlessly

Beyond prepared foods, more frozen options are becoming available, which is ideal for folks who don't have a ton of time but still want to eat well.

NEW

HOME BAKE
425°/:30

Same oven.

Same temp.
425°

Same time.
30 min

HOME BAKE
425°/:30
Pulled Pork with BBQ Sauce

HOME BAKE
425°/:30
Cheesy Broccoli

HOME BAKE
425°/:30
Creamy Pasta & Cheese

MAINS

VEGGIES

SIDES

Mix and match then cook together.

© 2023 Kraft Foods

- In 2023, Kraft Heinz introduced Homebake 425°/:30.
- All of the offerings from the brand are done in 30 minutes when cooked at 425 degrees Fahrenheit.

“We're giving consumers solutions to the pain points we all experience when cooking, and shattering the notion that there needs to be a tradeoff when it comes to quality, convenience, customization, and crave-ability.”



Flavors for 2024

FLAVORS FOR 2024 | Peach

In the coming year expect to see new variations and re-imagined ways of incorporating peaches into recipes and drinks.



Peach flavored tea launches surpassed lemon in 2023, owning

11.7%

of the total launches.

FLAVORS FOR 2024 | Peach

In the coming year expect to see new variations and re-imagined ways of incorporating peaches into recipes and drinks.



Busch Lite introduced Peach lager in 2023.



Peach Ring Italian Ice and Peach Ring Gummy topping from Rita's.



Chick-fil-A peach milkshake.



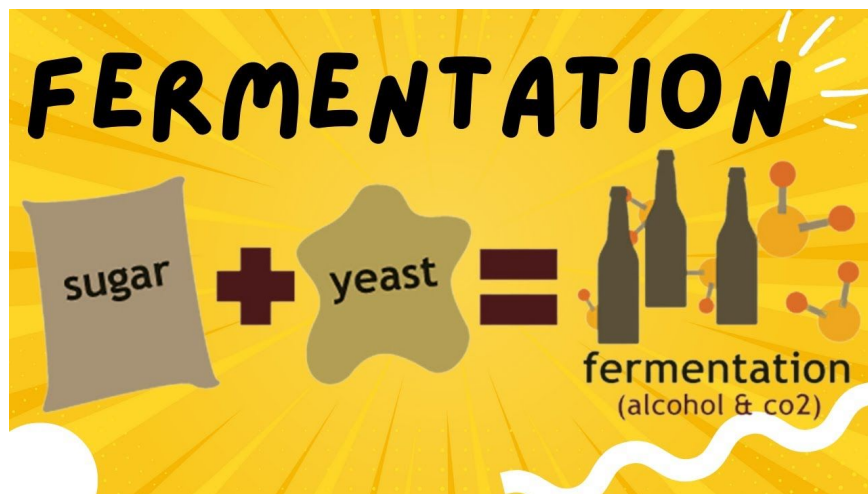
Peach and Prosciutto Pizza and
Summer Peach Salad from Your Pie.



Chargrilled peach salad from
Habit Burger.

Fermented foods are poised to explode in popularity in 2024.

Transformed by good bacteria, yeast, or fungi. The tiny organisms break down sugars and starches in the food, creating a tangy, strong flavor.



- Source of beneficial bacteria
- Improves gut health
- Improves the availability of nutrients
- May improve mood and behavior
- May support heart health
- May support immune function
- May support weight loss

Expect to see more innovative fermented products and dishes in 2024.



Spritz Society partnered with Claussen pickles to create a sparkling wine pickle cocktail.



The Red, Probiotic Hot Sauce from Olive My Pickle.



Ready to drink vodka-kombucha cocktail launched in 2023.



Umami Seasoning made from Organic Chickpea Miso.

The need for heat continues to increase in 2024.

Complex flavor-enhancing ingredients:

- Tajín
- Takis
- Sriracha
- Hot sauce
- Thai chilis
- Calabrian chili peppers

Per Mintel in 2020

75%

of consumers enjoyed spicy food.

Per Instacart in 2021

74%

of shoppers eat hot sauce with their food.

FLAVORS FOR 2024 | Spicy

Restaurants are offering more dishes with bolder flavors and incorporating international hot sauces and spices into their menus.



The Bee Sting pizza from Hungry Howie's – a large pizza with classic cupped pepperoni and jalapeno with a hot honey drizzle.



Scorchin' Hot Mac & Cheese Burger from Smashburger.



Ghost Pepper Fries from Wendy's.



GEKI, which translates to "extreme," comes in a Fiery Hot Chicken flavor.



Hot & Spicy FIRE WOK with chili infused noodles. Available in Torched Teriyaki Chicken Flavor and Screamin' Sichuan Beef.



California Pizza Kitchen's Hot Honey Croissant Pizza.

- Tech-Driven Solutions
- Value, value, value
- More mindful drinking
- Breakdown in the breakfast category
- Remixed French Pastries
- Ceasar on everything
- Ranching Out
- Savory French toast
- Third-Culture Cuisine
- The buckwheat boom
- Water conservation
- International BBQ
- Crunchy Sandwiches
- Ube as a flavor
- Rethinking delivery
- New generation sweeteners
- Food truck innovations
- Retro revival - 90's





Travel & Tourism Trends



Thriving on Wellness



**Budget Conscious
Adventures**



**New & Exciting
Experiences**



Thriving on Wellness

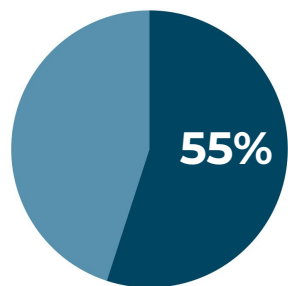


**Journeys that enhance personal well-being,
deepen self-connection, and promote
longevity.**

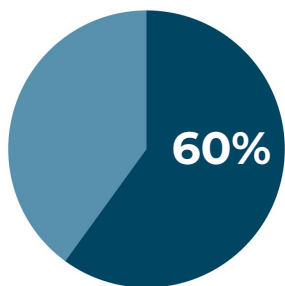
Thriving on Wellness

Emphasis on restorative travel.

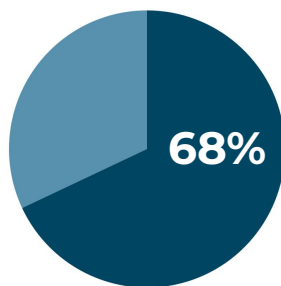
According to Hilton, regardless of generation, the No. 1 reason people want to travel in 2024 is to rest and recharge.



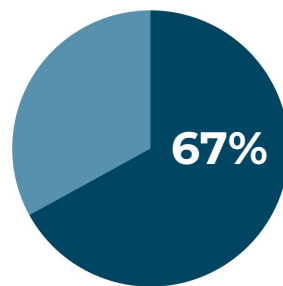
Gen Z



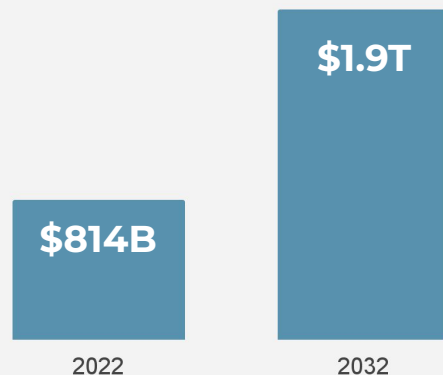
Millennial



Gen X



Boomer



Wellness tourism is expected to grow to almost \$2T by 2032.

Silent travel emerges as a 2024 trend.

According to Booking.com

24%

of North Americans
say their main
priority for travel this
year is to **deepen the
connection with
themselves.**

Silent retreats, nature resorts, and quiet experiences
gaining popularity.

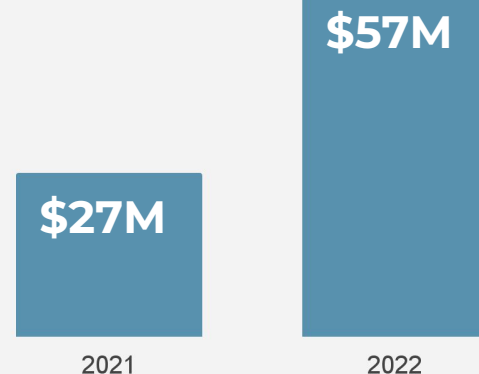
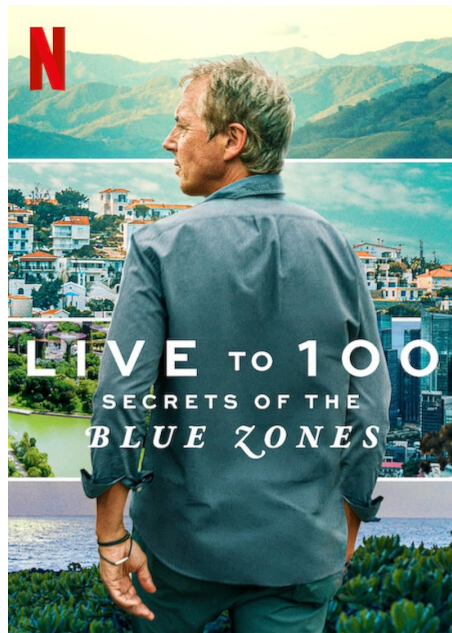
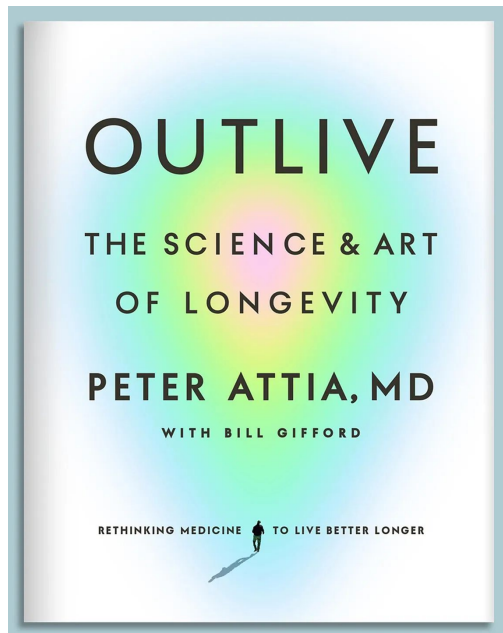


The Art of Living Retreat Center
Boone, NC



Silent Stay Meditation Center
Montecito, CA

Longevity is the latest wellness buzzword.



Between 2021 and 2022, venture-capital **investment in longevity clinics more than doubled** from \$27 million to \$57 million globally.

Resorts will help you biohack your health span.

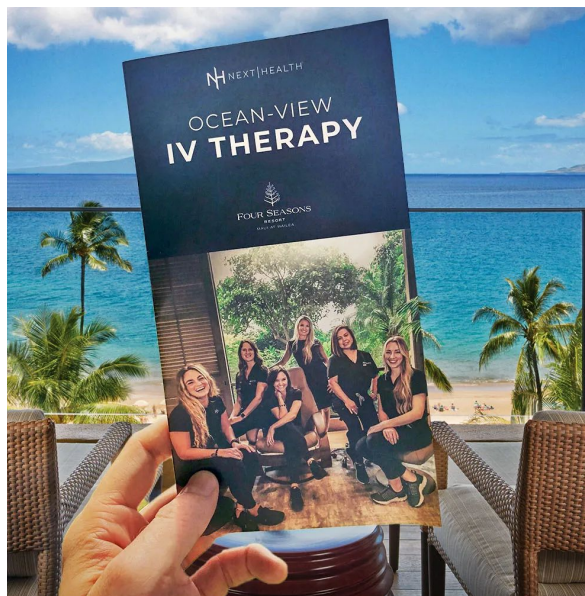


Hyperbaric oxygen chamber at Kamalaya Wellness Sanctuary in Thailand.



The RoseBar longevity program at Six Senses Ibiza includes comprehensive diagnostic tests.

Four Seasons Resort Maui and Next|Health collaborate to offer vitality, longevity and personalized wellness options.



NEXT|HEALTH LONGEVITY PROTOCOL

The four-session journey is comprised of cutting-edge therapies such as Ozone, Stem Cells, Exosomes and NAD+.

240 minutes

\$44,000

STEM CELL THERAPY

60 minutes

\$12,000

OZONE THERAPY

60 minutes

\$1,200

HANGOVER IV

30 minutes

\$299





Budget Conscious Adventures

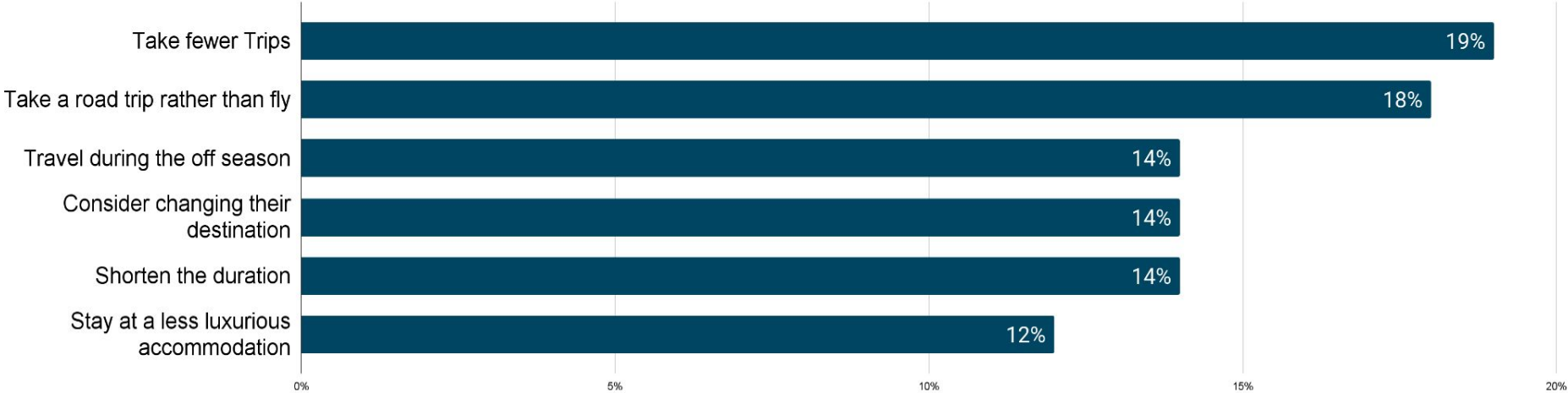


Travelers aren't immune to inflation.

46%

of travelers are somewhat or very likely to adjust their travel plans due to inflation.

Travel Changes Americans Will Make Due to Continued Inflation



Shoulder season is the new peak for budget travelers.

According to Booking.com

62%

say cost of living increases are a limiting factor for 2024 travel planning.

47%

are willing to take their kids out of school for cheaper travel during shoulder season.



BUDGET CONSCIOUS ADVENTURES | Shoulder Season Travel



According to Nerdwallet,
airfare can be up to

23%

cheaper during
shoulder season.

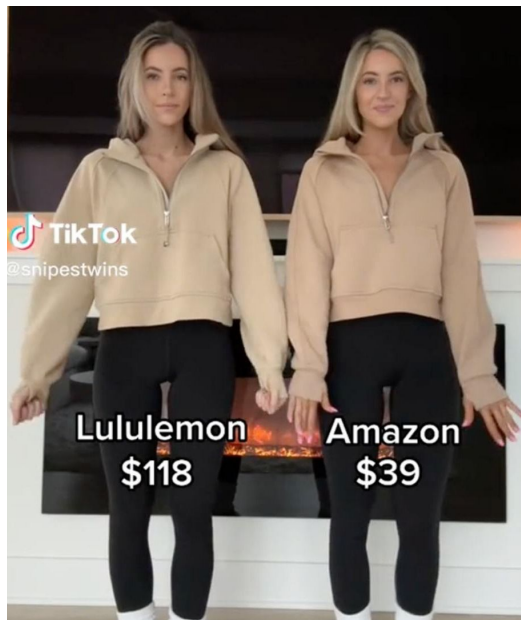
August

S	M	T	W	T	F	S
				1	2	3
				\$1,260	\$1,385	\$1,025
4	5	6	7	8	9	10
\$975	\$825	\$625	\$722	\$1,232	\$1,292	\$1,292
11	12	13	14	15	16	17
\$1,107	\$822	\$897	\$897	\$832	\$1,242	\$1,242
18	19	20	21	22	23	24
\$882	\$772	\$772	\$597	\$1,007	\$1,292	\$1,292
25	26	27	28	29	30	31
\$1,260	\$600	\$625	\$600	\$950	\$550	\$600

September

S	M	T	W	T	F	S
1	2	3	4	5	6	7
\$475	\$475	\$500	\$600	\$525	\$550	\$500
8	9	10	11	12	13	14
\$400	\$372	\$447	\$472	\$447	\$807	\$472
15	16	17	18	19	20	21
\$372	\$447	\$397	\$372	\$472	\$832	\$832
22	23	24	25	26	27	28
\$447	\$447	\$372	\$372	\$472	\$397	\$397
29	30					
\$372	\$372					

BUDGET CONSCIOUS ADVENTURES | Dupes



The "dupes" travel trend is all about finding affordable alternatives to popular destinations.

Unexpected Destinations

Dupes aren't necessarily on everyone's radar, offering a chance to explore something new and unique.

More Affordable

Cost-conscious travelers are driving the dupes trend.

Similar Vibes

While not exact replicas, dupes offer experiences comparable to the popular destinations, often with cultural richness and stunning scenery.

Skip Seoul,
South Korea



Skip Santorini,
Greece



Skip London,
England



Skip Sydney,
Australia



Skip Nashville,
Tennessee



Skip Chicago,
Illinois

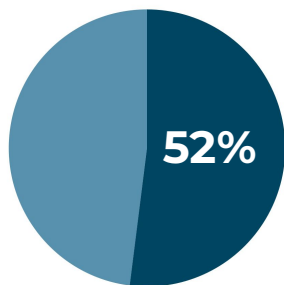


A large, light gray, stylized letter 'M' is positioned on the left side of the slide. It is composed of thick, slightly irregular lines, giving it a hand-drawn or architectural feel. The 'M' is partially cut off by the left edge of the frame.

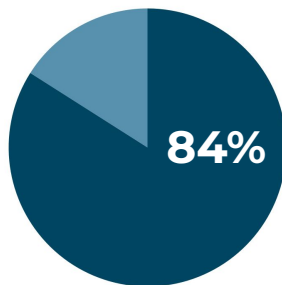
New & Exciting Experiences

Travel is a powerful way to enrich one's life with memorable and transformative experiences.

For half of Gen Z and Millennials



exploration and adventure are a top priority.



of Gen X want to experience something new when they travel.



Reaching for the stars, one trip at a time.

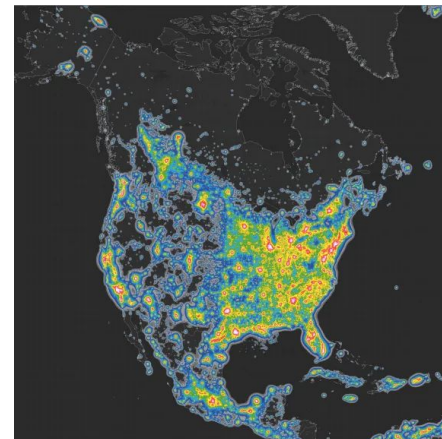
What is astrotourism?

Immersing yourself in the wonders of the cosmos through various activities and experiences.

- Guided stargazing tours
- Learning astrophotography techniques
- Visiting historical sites and cultural events connected to the night sky

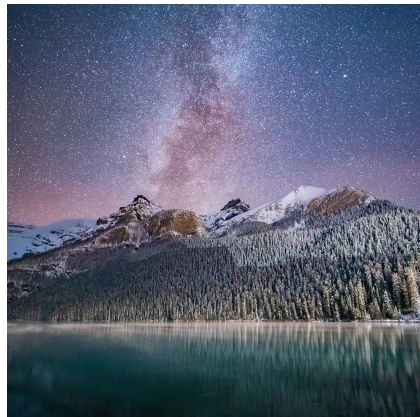
80%

of Americans can no longer see the Milky Way due to light pollution.



Map of North America's artificial sky brightness, as a ratio to the natural sky brightness.

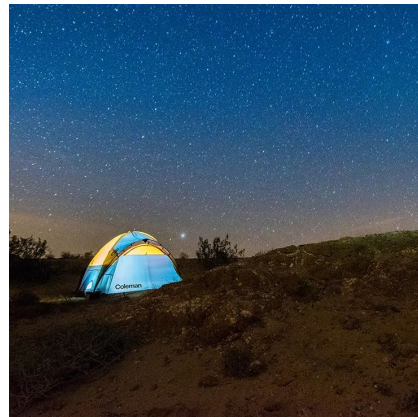
NEW & EXCITING EXPERIENCES | **Astrotourism**



The Rocky Mountains
After Dark package at
Fairmont Banff Springs.
Alberta, Canada.



Under Canvas package at
Lake Powell-Grand
Staircase.
Big Water, Utah.



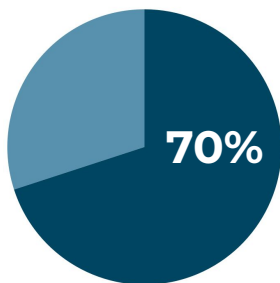
The Camp'd Out package
at La Quinta Resort &
Club.
La Quinta, California.



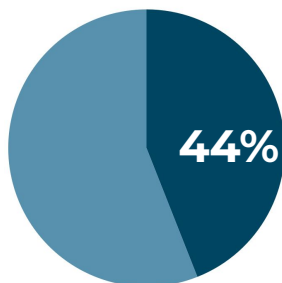
Age of Aurora package at
Hotel Rangá.
Hella, Iceland.

Call it the Taylor Swift Effect.
Destination concert business is up more than 50%, led mostly by Taylor Swift.

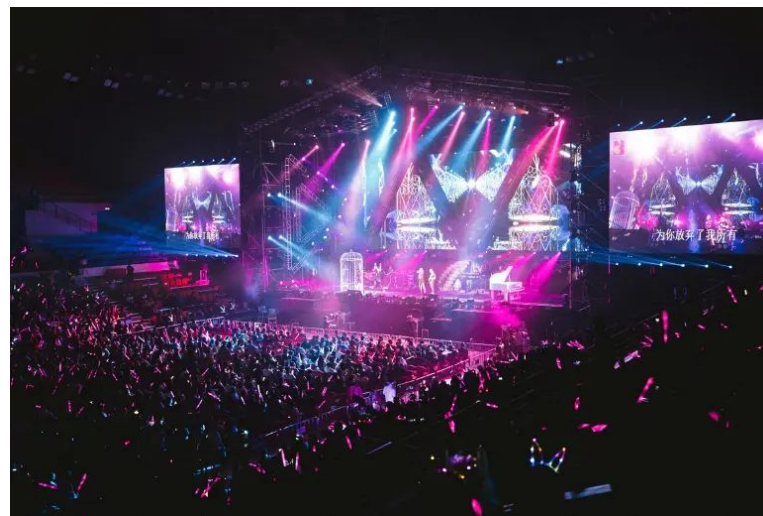
**According to
Expedia**



of travelers are more likely to travel outside their hometown for a concert.



would travel to a concert just to experience a new destination.



Frontier tourism is a subset of adventure travel focusing on exploring remote, undeveloped, and often challenging destinations.

Locations

- Remote and rugged
- Often less accessible with limited infrastructure and facilities
- Places with potential risks and environmental sensitivities

Activities

- Push physical and mental limits
- Include unique cultural encounters with indigenous communities
- Immersed in unexplored landscapes

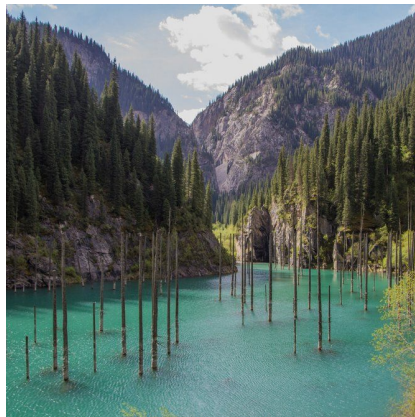
Appeal

- Extreme challenges and self-discovery
- The opportunity to be among the first to explore new frontiers
- Authenticity and connection with nature beyond tourist hotspots

NEW & EXCITING EXPERIENCES | Frontier Tourism



Saharan Desert
Adventure,
Algeria.



World Nomad Games,
Kazakhstan.



Polar Kayaking,
Antarctica.



ATV exploration, Paracas
National Reserve, Peru.

Meet the fusion of fine dining and adventure travel.

What is wild feasting?

- Beautifully presented and curated multi-course meals prepared by skilled chefs or culinary experts.
- Hyper-local and often foraged ingredients, highlighting the region's unique flavors and sustainable practices.
- Natural settings like forests, beaches, mountains, or open fields, emphasizing immersion in the environment.



NEW & EXCITING EXPERIENCES | Wild Feasting



Wild Food Stroll at No Taste Like Home.
Asheville, North Carolina.



The Mega Low Tide Foraging Expedition at Sea Forager.
Several California cities.



Coastal Foraging – Half Day Experience through Fore Adventure.
Dorset, England.



Woodland Feasts through Nomadic.
Gerrards Cross, England.

WHAT ELSE?

- Biometric security
- Coolcationing
- Train travel
- Set-jetting
- Low- or no-alcohol getaways
- Sports tourism
- Skip-gen traveling
- Plan-free travel
- Palate-led getaways
- Vibe checking hotels
- New occasions
- “In Your Backyard” Travel
- Transformational trips





Thank you