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FOR IMMEDIATE RELEASE

February 29, 2016

**WIXON SUMMARIZES HIGH IMPACT TRENDS
INFLUENCING FOOD AND BEVERAGE PURCHASES**

ST. FRANCIS, WIS. – In an effort to help industry partners better understand consumer behavior, Wixon a manufacturer of seasonings, flavors, and technologies for the food and beverage industry, researched data from many sources (Mintel, Hartman, Sloan Reports, etc.) to provide a 2016 High Impact Trend Report. It is a broad overview of those trends that are impacting food and beverage purchases now and in the future.

Trend 1: Water Scarcity

The United Nations indicates that the world could face a 40 percent water shortage in 15 years. Natural resources will be strained as more groundwater will be required for farming, industry, and personal consumption. Fully 61 percent of U.S. consumers prefer that companies work to improve their business to be green in their water practices.

Trend 2: Population Considerations

The global population is expected to be nine billion by 2050. Agriculture will need to produce 60 percent more food globally to meet demands. The food industry may see meat developed in labs and plants grown in factories, with food sources from the sea and the Class Insecta.

With 57 million two-person households with no children and 31 million single-person households, they comprise one of the largest population groups in America. They require “right-sized” food products and packaging.

Ethnic diversity will also drive food trends. By 2020, the Hispanic population will comprise 34 percent of the population. They have \$1.5 trillion in buying power and cook more frequently than other population groups.

Trend 3: Generational Differences

Baby boomers are the group with the highest disposable income and frequent restaurants the most, along with the *matures* (69 years old +). *Gen X* (35-50 years old) are the largest number of adults in the workforce with kids at home. They are time-strapped and value-conscious. *Millennials* (18-34 years old) will drive food trends. They have sophisticated pallets, like to try ethnic foods, and embrace “fresh” products. Current *teens and tweens* like fresh, easy-to-assemble meals; they are breakfast eaters along with the matures.

Trend 4: Free From Everything

More than 50 percent of consumers say they worry quite a bit about potentially harmful ingredients in the foods they buy. They want to know their food ingredients and prefer “free-from” foods, such as non-GMO, organic, hormone free, gluten free, cage free, and free from additives.

Trend 5: Fresh and Local

Fresh is “It.” Consumers are increasingly embracing local farmers’ markets, the fresh produce aisle, and gravitating to menu items that feature locally sourced meats, seafood, and produce.

Trend 6: Alternative Triumphs

New ingredients replace the traditional. For example: alternative flour (non-wheat) contains almond meal, coconut, and tapioca; alternative oils are coconut and avocado (better for you); alternative greens or super greens include kelp, dulse, and other seaweed and algae.

Trend 7: Weight Management

The American diet is evolving with less interest in calories and more interest in the purity and freshness of food, as well as an awareness of “good” and “bad” fats.

Trend 8: Nutrition

Almost 40 percent of millennials, baby boomers, and matures are very concerned about the content of their diet. Protein shakes, bars, energy drinks, and functional food have significant appeal to these consumers.

Trend 9: Snacking Is the New Eating

Americans eat on average 2.6 snacks per day and 41 percent of consumers snack three or more times per day. While healthy snacks are on the rise, 33 percent of Americans say they most often snack to satisfy a craving, which highlights the important role taste and flavor play on snacking behavior.

Trend 10: Food Waste

Food makes up the largest percentage of waste going to the landfills. Manufacturers may need to make their brand more sustainable and develop an exit strategy to reduce food waste.

Trend 11: E-Grocery Explosion

E-grocery sales will increase 21.1 percent annually through 2018 vs 3.1 percent for physical grocery stores. An Internet strategy for food marketers is becoming increasingly more important.

For more than 100 years, Wixon has been a trusted provider of flavors, seasonings, and technologies for food and beverage manufacturers. With its scientific and culinary capabilities combined with a passion for service, Wixon drives innovation and solutions for its customers. Wixon focuses on its core areas of expertise: Industrial Ingredients, including Foodservice; Consumer Products; and Protein. Customers are encouraged to tap into a portfolio of services, including R&D, custom formulation development, turnkey solutions, and menu ideation. Wixon ingredients are globally-sourced and go beyond FDA standards to ensure quality and cleanliness. The company also offers spice grinding, blending, and a complete line of package engineering options. Located in St. Francis, Wis., a suburb of Milwaukee, Wixon is GFSI Certified to FSSC 22000, ISO9001 Certified, and QAI Organic Certified. More information on Wixon or any of its products may be obtained at www.wixon.com or by calling 414-769-3000.

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