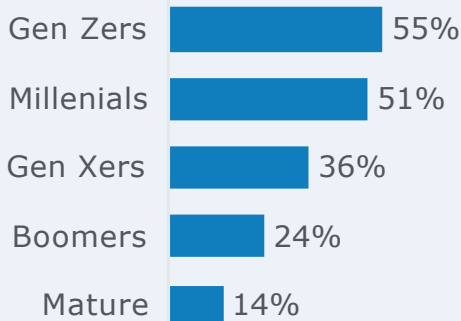




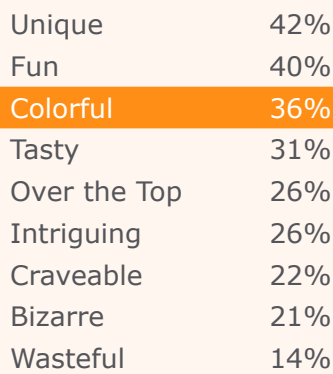
Healthy Hedonism: Social Media Makes Colors Go Vibrant and Clean



39% of consumers say that unique food presentations motivate them to post on social media while at a restaurant



What type of dishes are worth sharing for Gen Zers...



Source: Lightspeed/Mintel, 2019

Technology Enabled Consumers

Mobile Connectivity is becoming the new normal for all generations and consumers are turning to social media as a way of sharing their experiences, and sharing in the experiences of others.

Social Media helps to bring across indulging moments, fun, and new sensations. At the same time, consumers have more access to information to become much more knowledgeable about their food:

- **How much water or energy is consumed; or CO2 generated?**
- **Does the food come from a natural source or is it artificial?**
- **Is it good for me?**

Implications

Vibrant colors in F&B help to create awareness and differentiation, and offer fun experiences.

Minimally processed foods with colors coming from fruits, plants and vegetables create trust and reliability.

Artificial coloring is no longer consistent with a holistic approach to wholesome foods or a good-for-you lifestyle.

With natural alternatives readily available and widely in use in Europe, global demand is on the rise and will continue to be so given consumers growing desire for less processed foods.

“Clean Label is one of the most significant trends in this Day and Age.”