

# Sterling-Rice Group's THE NATURAL NINE 2015 NATURAL FOOD TRENDS

SRG'S NINE NATURAL food trends for 2015 are advancing the natural and organic market in exciting ways while building on well-established territory. We see new and revitalized sources for daily nutrition, as well as easier-to-use delivery formats. Disease-prevention and stress-reduction ingredients are found in a wider range of food products, allowing us to put down the supplement bottle. Free-from foods get better

and better thanks to new core ingredients with familiar names. (I'm talking to you, almonds and cashews!) Innovation along the sustainability front remains an integral part of new product development, as does a commitment to delivering tasty and potent global flavors. Overall, these trends illustrate how the dynamic natural market is going above and beyond to meet consumer demands in innovative and delicious ways.



## 1. Hemp Protein Power

Hemp seeds got their first health claim-to-fame for balanced omega fatty acids, but in today's natural channel, hemp protein is the darling. And no wonder: It's a complete protein that is easy to digest and loaded with good fat. Beyond hemp milk and protein powder are convenient bars, snacks, burgers, and nut butters.

- Evo Hemp Bars
- Manitoba Harvest Hemp Heart Bites
- Hilary's Eat Well Hemp & Greens Burger
- Yumbutter Organic Superfood Nut Butters

## 2. Milk, Optimized

While debates rage on about consuming milk, milk itself has been reconfigured to offer maximum digestibility and protein. The current fashion for refashioning milk fits into our larger tendency to, well, milk all the nutrients we can out of raw ingredients in our diet. And it doesn't stop there: butter gets a makeover as well in today's optimized foodscape.

- A2 Milk – with A2 beta-casein protein
- Fairlife Milk – ultra-filtered high protein milk
- Tava Pure Spreadable Butter – flavored ghee

## 3. Sprinkl-Ease

Looking for an easy way to add a dash of fruit flavor to yogurt? How about a green vegetable boost to those eggs? Just sprinkle some on! New fruit, vegetable, and vitamin powders are here to help you—and your kids—get a little more nutrition with just a flick of the wrist. Innovative and familiar all at once.

- Kickers Powdered Fruit Blends
- Super Sprout vegetable and fruit powders
- Doctor Rach's Kidz Sprinkles multivitamin powder

## 4. Turning Up Turmeric

Turmeric and its active ingredient curcumin have become popular supplements due to their anti-inflammatory and antioxidant benefits. Until recently, it was challenging to find tasty products (beyond prepared Indian meals, of course) sporting the spice. Now, new teas, beverages, and convenience staples featuring turmeric make it easier than ever to turn it up a notch.

- Numi Organic Tea Turmeric Teas
- Dahlicious Lassi Organic Golden Turmeric flavor
- Healthee Organic Turmeric Brown Rice

## 5. Adapto-what?

Stressed out? Adaptogens are here to help. Chinese medicine and Indian Ayurveda, these herbs, mushrooms, and roots adapt their functions to help our bodies cope with stress and maintain balance. Ginseng, ashwagandha, eleuthero, Peruvian maca root, and reishi and chaga mushrooms. New foods and beverages offer benefits like mental clarity, stamina, sustained energy, and immune support.

- Four Sigma Foods mushroom hot chocolate mixes
- Rebl Superherb Elixirs and Tonics
- Navitas Naturals Superfood + Maca Maple Cashews

## 6. Nuts Into Grain

Who knew that almond and coconut flours make a pretty darned great baked good? Well, gluten-free and paleo home bakers did, and they are now sharing this grainless baking secret in some pretty neat new products like English muffins, breads, and baking mixes, further endearing us to the beloved almond and coconut.

- Simple Mills Almond Flour Mixes
- Mikey's Muffins English Muffins
- Jackalope Good Food Company Baking Mix and Bread

## 7. Pass the (Dairy-Free) Cheese Platter

Start with nut milk, add a little culture and traditional cheese-making savoir-faire, then voilà: artisan dairy-free "cheese," or "cultured nut product" as the good folks at Miyoko's Kitchen call their French-style cashew milk fromage. They aren't alone as other companies are offering unique cheese-style products for consumers seeking animal-milk alternatives.

- Miyoko's Kitchen
- Treeline Treenut Cheese
- Kite Hill

## 8. Degrade This!

Leave it to natural channel entrepreneurs to continue creating more sustainable packaging, whether in the form of a cereal box, single-serve coffee pod, or disposable beverage cup. New products on the scene are addressing the serious concerns many have about packaging waste and adding in some bright color, fun, and even good taste!

- Loliware Biodegr(edible) Cups
- OneCoffee Organic Single Serve Coffee Pods
- Back to the Roots Stoneground Flakes cereal carton

## 9. Pop Goes the (Global) Flavor

The natural channel continues to be THE place for bold, in-your-face global flavors. Whether in shelf-stable snacks, frozen meals, and even fresh prepared soups, more authentic world flavors feed our need for uncompromising global punch at every occasion.

- World Peas Snacks
- TaDah! Foods Falafel Poppers
- Nona Lim Broths

Headquartered in Boulder, Colorado, Sterling-Rice Group is a nationally recognized brand-building firm that creates and activates brands. For nearly 30 years, everyone from small entrepreneurial start-ups to Fortune 100 companies have come to Boulder to seek out SRG's expertise in consumer insights, new product innovation, brand positioning, advertising, and design. With deep experience in all things consumer and culinary, we are responsible for \$10 billion in incremental revenue for clients over the past five years. SRG promotes the growth of living-well brands that make people's lives healthier and happier. Our vision is to create ideas that drive meaningful change.