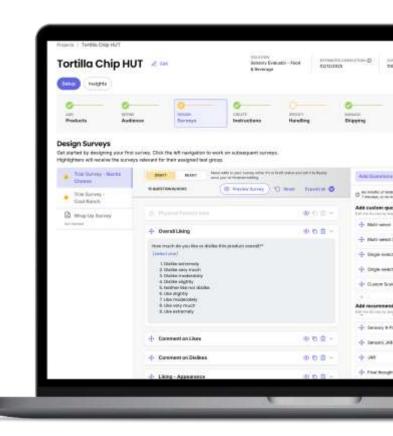


The New Better For You: Balancing Taste, Health, and Function



Quick Introductions



Calista Corley, Chief Revenue Officer at Highlight



Nate Rosen Founder and Editorin-Chief at Express Checkout

About Highlight

The first and only vertically-integrated product intelligence platform.





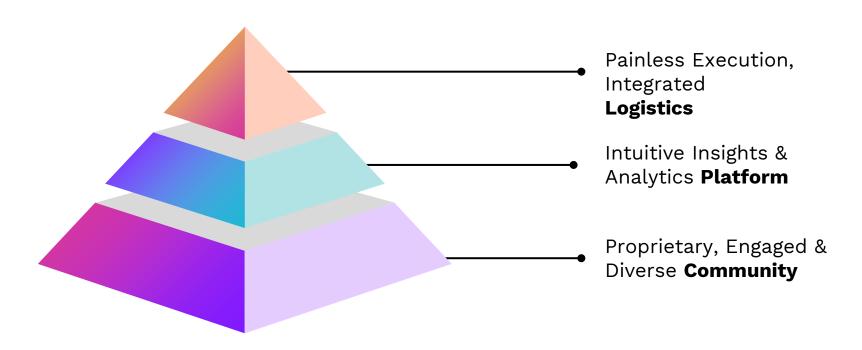








About Highlight



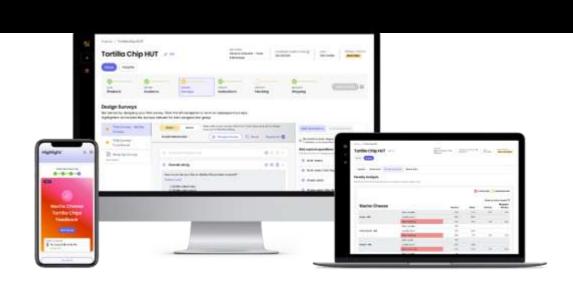
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Taking "purpose-built to pull the pain out of in-context learning" to the next level.

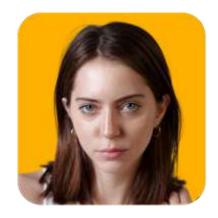
Real product intelligence is powered by real product experiences.

Amplified by the Highlight Platform.



Meet the Highlight Team

Connect with the Highlight team at **booth 110**!



Lillian HeffelfingerEvent
Specialist



Karina CarlsonSenior Manager,
Events



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Director



Joe Clark
Account
Executive

About Express Checkout

Express checkout is a community of curious consumers, industry experts, and brand builders...





About Express Checkout

...with a weekly CPG and retail newsletter, brand interviews, and deep dives.









The Better-for-You Revolution: Redefining Snacking for Health, Energy, and Wellness



Pardon the Disruption: How GLP-1s could reshape the grocery store



Should You Eat More Protein?



Why Ozempic and other weight-loss drugs are changing the face of snacking

Why are we here?

Food Business News

Reduced sugar emerges as top beverage claim

PR Newswire

High Protein-Based Food Market to Grow by USD 50.2 Billion

Beverage

Beverage-makers turn to natural sweeteners as consumers aim to lower sugar intake

Brands must deliver on taste, health expectations



Ingredients in Focus: Sweet tooths spur better-for-you candy

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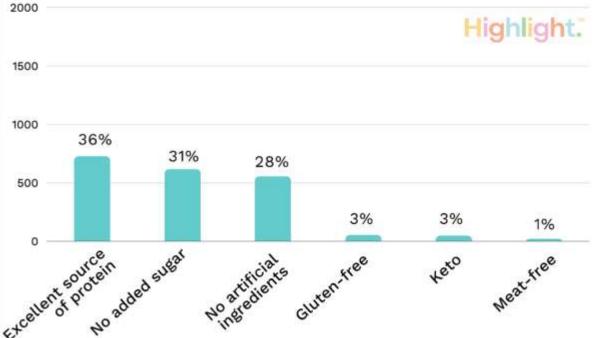
Highlight polled our proprietary audience with a 16-question survey designed to gather both quantitative and qualitative data. In total, 2,000 respondents from across the country weighed in with their feedback on better-for-you trends and products.



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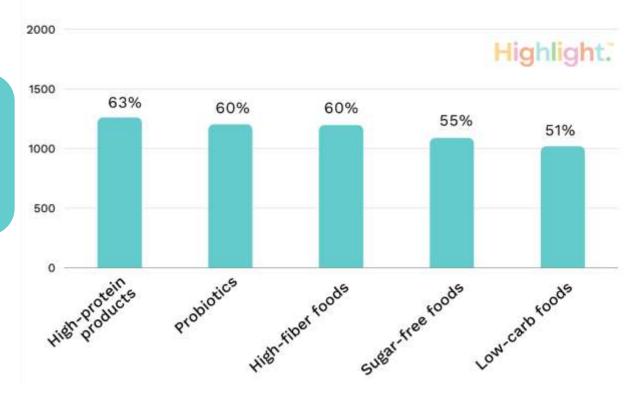
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The better-for-you labels consumers want (& don't want) What attributes do you most highly prioritize when purchasing "better-for-you" food and beverage products?



Which of the following products have you purchased in the past 6 months to promote your personal well-being?

Measured by actual purchases, the trend for high-protein, low-sugar products continue



TREND ONE TREND TWO TREND THREE

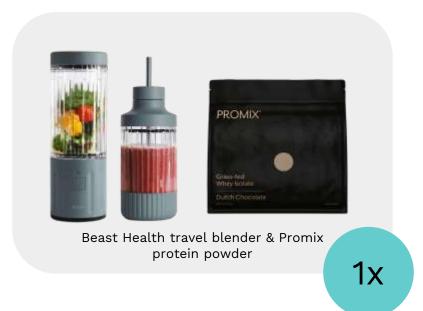
Protein is having a moment.

Lower sugar, higher customer satisfaction. Ozempic is popular, but a significant minority lacks trust.

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Check under your seats!

3 guests have won an on-trend, BFY prize





Protein is having a moment.

Compared to other respondents, those who identified "excellent source of protein" as a priority were:

More likely to also prioritize:

- Good source of fiber
- Low carb

Less likely to also prioritize:

- Natural
- Organic
- Plant-based
- Meat-free
- Cruelty-free



Eggo brought two new flavors of "fully loaded" waffles to frozen aisles everywhere, featuring 10 grams of protein per serving.

Oobli is innovating chocolate, tea, lemonade, and more with "sweet proteins" that pack a protein punch with lower sugar content—all while being plant-based and more sustainable.

Costco's private label brand, Kirkland, has officially entered the protein game with an affordable whey protein powder.

Lower sugar, higher customer satisfaction.

Compared to other respondents, those who identified "no added sugar" as a priority were

less likely to prioritize:

- Good source of fiber
- Heart healthy
- Organic
- Natural





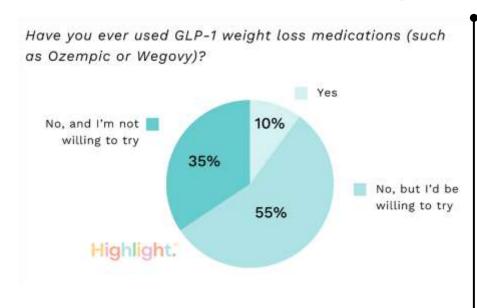


Lexington Bakes is an emerging brand offering brownies, cookies and other treats at 25% less sugar per serving.

Elavi's line of cashew butters boast plenty of betterfor-you attributes, including protein, less sugar, and "nothing artificial."

YouTuber Ryan Trahan recently launched a line of sour strips, **JOYRIDE**, made with only 4 grams of sugar, "prebiotic fiber," and no synthetic dyes.

Ozempic is popular, but a significant minority lacks trust...



What is your level of trust in the safety of GLP-1 medications?

Not at all
Highly trust
19%
16%
Neither trust or distrust
Highlight.

...Ozempic is more than a medication—it's a phenomenon



Nestle launched their Vital Pursuit brand to provide high-protein, high-fiber meals to those taking GLP-1 drugs.



Supergut advertises themselves as "nature's Ozempic" thanks to their use of butyrate, a gut bacteria that helps promote digestive health and aid weight control.



Thorne debuted a botanical supplement for heart health and weight control using berberine, which helps maintain healthy cholesterol and blood sugar levels.

Key Takeaways

Don't just use every trending attribute

What attributes go hand-in-hand? Those seeking protein may also look for fiber, but de-prioritize attributes like "plant-based."

Dig for the "why" to uncover more insights

In our research, we found "no artificial ingredients" to be the third most popular attribute. With an openended question, we saw many respondents write in "food dyes." Add a qualitative aspect to your survey design to understand what's driving consumer preferences.

Stay in constant discovery mode

Test with your target audience early and often to stay ahead of cultural and preferential shifts.



Thank you!

Head to booth 110 to learn more about Highlight.



For every connection, we donate to the Greater Chicago Food Depository.

