

UNLEASHING OUR INNER INSIGHTS POTENTIAL



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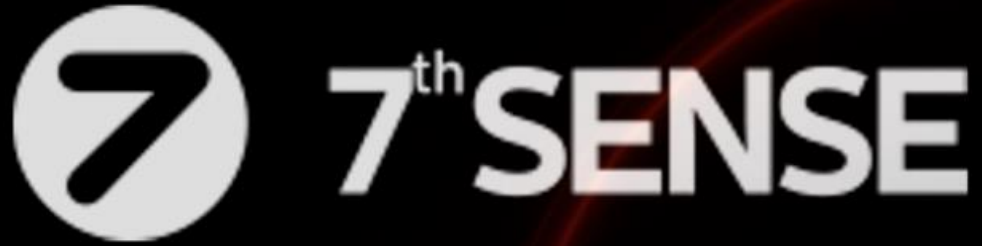


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Vice President
ONE Strategy Studio



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Director Consumer Research
84.51°

5 boutique, bespoke strategic insights firms coming together as one....



radius

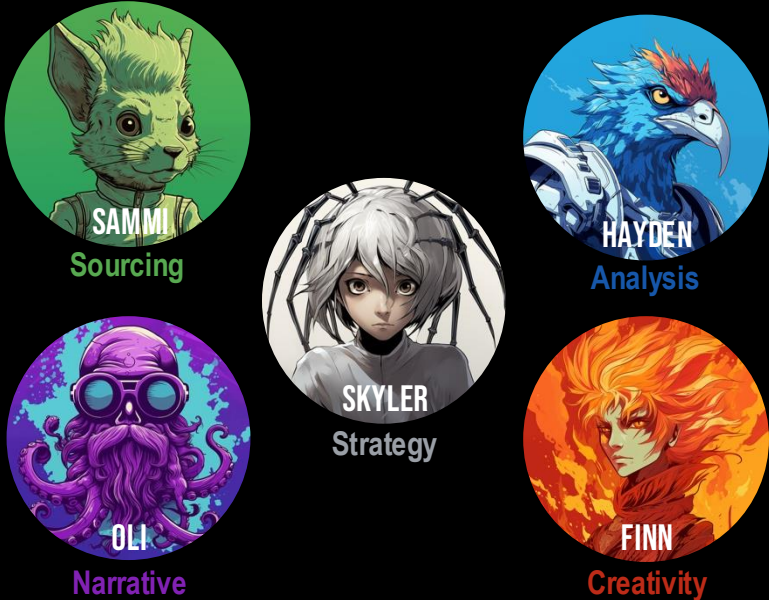


The **AI-first** strategic insights agency... Focused On **Speed to Impact**

EXPERT STRATEGISTS...



BEST-IN-CLASS AI STUDIO...



Getting to **BIGGER & BETTER OPPORTUNITIES** in days ... not weeks or months



Meet the ONE team....



CURATED SOURCING...

ONLINE SOURCES

Curated to answer the challenge

SMALL DATA

It's about source relevance, not size

360°

Consumer, cultural, brand, expert

+ CLIENT INTERNAL SOURCES

Unlock the value of your own research

GLOBAL COVERAGE...



Global English
projects

Multi-Market
projects

Local Market
projects

50+ countries around the world, across Europe, North America, South America, Africa and Asia (including China)

250+ PROJECTS WITH 60+ GLOBAL COMPANIES

INNOVATION

BRAND POSITIONING

CATEGORY GROWTH

FUTURES & TRENDS

MAPPING (OCCASIONS/NEEDS/TARGETS)

LIVING SEGMENTATIONS

COMMS, ACTIVATION & CLAIMS

STRATEGIC DEEP DIVES



radius ×



SPEED TO IMPACT

How 84.51° & Kroger Is Freshening Up the Ready Meals Game

April 2026



By the time you
have your
answers, it's
already too late



Our common denominator: the need for speed, clarity and strategy

“Never learning fast enough or cheaply enough! I think the relentless focus on speed and cost has discouraged good, long-term thinking. It also puts pressure on process over true learning.”

Insights Director, Food

“

“Better answers require re-inventing the process, not just doing the same process faster.”

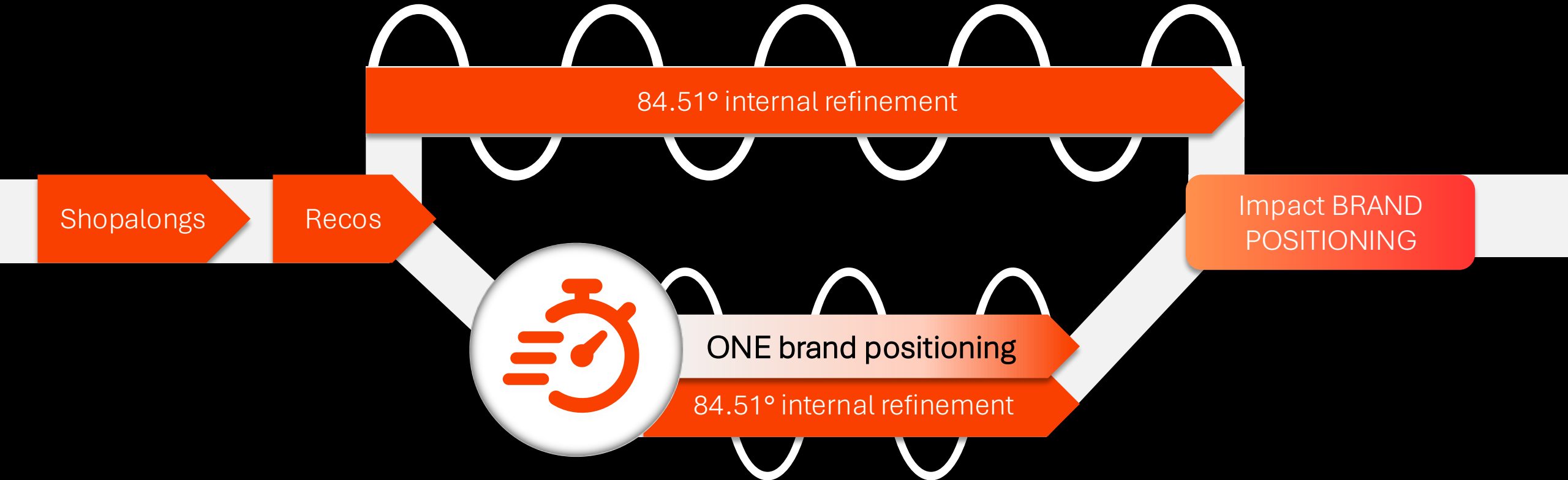
Leader, CPG

“

What do we want to eat?



Our traditional approach can be successful- but can also be slow when juggling multiple priorities



FURTHER FASTER...

Going from Brief to Breakthrough in hours...

OUR PROCESS: FROM FOUNDATIONAL INSIGHTS TO POSITIONING TERRITORIES

STEP ONE: FOUNDATIONAL RESEARCH

CONSUMER - CULTURAL
- EXPERT - BRAND

TOP 10 INSIGHTS FOR KROGER FRESH & READY

- Freshness has to be visible, not assumed.**
In prepared food, shoppers make trust decisions intuitively and visually. Full, well-kept counters, clear timestamps, visible in preparation, expert presentation, and packaging integrity all signal "made today" before a bite is taken. Freshness is the top brand goal, not a supporting claim.
- Fresh & Ready wins when it turns convenience into care.**
Being prepared leads no longer just about saving time. The strongest opportunity is helping shoppers feel they are still providing well for themselves or their family. The winning offer does not say "easy optimal," it says "smart, caring, delicious solution."
- Trust is the biggest barrier — and the key unlock.**
The biggest friction in prepared foods is fear of disappointment. Will it taste fresh? How is it being stored? Is it worth it? The more Kroger removes uncertainty through guarantees, timestamps, replacement cues, clear quality signals, and consistent execution, the more often shoppers will buy.
- Abundance without guidance creates paralysis, not pleasure.**
More choice does not automatically create more value. In high-pressure retail environments, abundant options without guidance feel overwhelming. Shoppers want Kroger to do some of the curation for them through meal bundles, featured picks, display solutions, and clear navigation across missions.
- Value is judged by confidence, not just price.**
Prepared food sales are not about being cheapest. It's about feeling like "I made the right call." Generous portions, visible protein, complete meal solutions, and clear price per portion communication create a stronger sense of smart value than discount language alone.



STEP TWO: POSITIONING PLATFORMS

CORE - STRETCH - PROVOCATIVE
- TOPLINE POSITIONING SPACES



POSITIONING PRIORITISATION

ONE PAGE PROFILES
6-8 LEAD TERRITORIES SELECTED

YOUR NEIGHBOURHOOD FOOD PLACE

CENTRAL IDEA	NEIGHBOURHOOD-FOCUSED FRESH PREPARED MEALS
WHAT IT'S ABOUT	"Your neighbourhood food place" turns grab-and-go meals into a special local meal, where neighbourhoods feel personal, proud, and connected. It brings people back to the counter and creates a sense of community and belonging, opening space for a brand to lead as the marketplace for shared, locally-sourced meals.
HUMAN TRUTH	Consumers that like a good grab-and-go meal, but also want to support local businesses, are looking for a way to do both. They're looking for a way to support local businesses, but also want to support local businesses.
CULTURAL TRUTH	All Americans demand convenience without sacrificing quality or local identity. They're looking for a way to support local businesses, but also want to support local businesses.
BRAND PROMISE	Fast, convenient, and locally-sourced. We'll take care of you, and you'll take care of your neighbourhood.
PRODUCT TRUTH/9/0	Fast, convenient, and locally-sourced. We'll take care of you, and you'll take care of your neighbourhood.
EMOTIONAL BENEFIT	Empire Fresh & Ready prepares meal assortments to share daily using regional and local ingredients, so neighbourhoods enjoy fresh, familiar flavours without added wait times.
TARGET PERSONA	Prohibitively. Confidently eating. Warmly connected. A busy, budget-conscious family member who wants convenient, locally-sourced meals that are fresh, thoughtful, and truly worth it.
BRAND ARCHETYPE	A neighbor (empathetic support that helps families feel cared for with everyday, easy, good food solutions) & a caregiver (supporting local businesses and neighbourhood food places that create local food scenes, mission, and make us each individually connected).



YOUR NEIGHBOURHOOD FOOD PLACE

Shoppers don't just buy dinner—they look for small signs a store "gets" their community and daily rhythm. Too often, Fresh & Ready feels anonymous and transactional, making it easy to ignore. This territory positions Kroger as the local food stop with familiar faces, regional pride, and everyday occasions in mind—so bringing home prepared food feels warm, shareable, and good.

POSITIONING PROFILING & STORY TELLING

KEY INSIGHT - HOW TO WIN
- LANDING WITH IMPACT

RE-BRIEF & ITERATE



Richer Insight

Exploring wide and deep across consumer, cultural, expert and brand spaces, layering internal and external sources...

TOP 10 INSIGHTS FOR KROGER FRESH & READY

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- 2 Fresh & Ready wins when it turns convenience into care.**
Buying prepared food is no longer just about saving time. The strongest opportunity is helping shoppers feel they are still providing well for themselves or their family. The winning offer does not say "easy shortcut"; it says "smart, caring, delicious solution."
- 3 Trust is the biggest barrier — and the key unlock.**
The biggest friction in prepared foods is fear of disappointment: Will it taste fresh? Has it been sitting too long? Is it worth it? The more Kroger removes uncertainty through guarantees, timestamps, replenishment cues, clear quality signals, and consistent execution, the more often shoppers will buy.
- 4 Abundance without guidance creates paralysis, not pleasure.**
More choice does not automatically create more value. In high-pressure meal moments, abundant options without guidance feel overwhelming. Shoppers want Kroger to do some of the curation for them through meal bundles, featured picks, daypart solutions, and clearer navigation across missions.
- 5 Value is judged by confidence, not just price.**
Prepared food value is not about being cheapest. It is about feeling like "I made the right call." Consistent portions, visible protein, complete nutrition, and clear price-per-portion signage all reinforce that feeling — turning a single visit into a habit.



TOP 10 INSIGHTS FOR KROGER FRESH & READY

- 6 Fresh & Ready must serve both family pressure and solo reality.**
The category can no longer assume only family-sized, multi-serve occasions. Solo dining is a normalized everyday behavior, and single-serve meals need to feel deliberate, satisfying, and premium — not like a reduced version of a family meal. Kroger has to win across both shared and individual occasions.
- 7 Shoppers want restaurant-style discovery without restaurant-level effort.**
There is growing appetite for flavor variety, global inspiration, and a sense of culinary interest — but without the work of cooking from scratch. Rotating flavors, seasonal drops, limited-time items, and world-food inspiration can make Fresh & Ready feel like a destination, not just a fallback.
- 8 The deli counter is at its best when it feels alive and unpredictable.**
Shoppers are drawn back to deli-style formats not just by hunger but by curiosity — what is on today, what just came out, what is almost gone. This energy is hard to manufacture but easy to destroy through static menus and predictable ranges. Daily specials boards, visible cooking activity and rotating limited items create a sense of theatre that makes every visit feel worth the detour.
- 9 Trial needs to feel low-risk.**
Frequency grows when first purchase feels safe. Shoppers are much more willing to experiment when the risk is reduced through smaller portions, samplers, combo offers, or clearly signposted "try me" choices. Discovery is important, but it needs an easy entry point.
- 10 Value in fresh food is not about price — it is about the feeling of getting it right.**
Shoppers are not looking for the cheapest meal; they are looking for the feeling that they made a smart, satisfying choice. A great meal at a fair price that the whole family enjoys delivers a sense of win that shoppers actively want to repeat and share. Meal deal bundles, clear price-per-portion signage and generous portions all reinforce that feeling — turning a single visit into a habit.

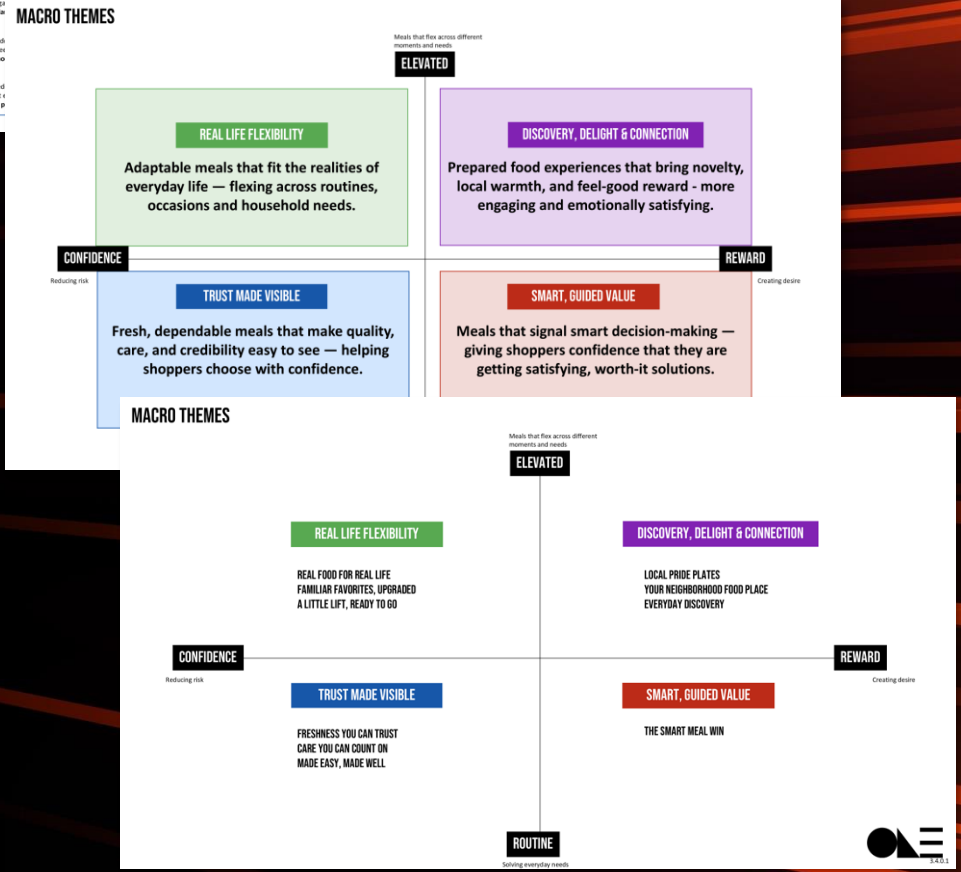


Wider Exploration

Identifying, iterating and refining different positioning territories platforms by revealing broader tensions, richer connections and bigger whitespace...

POSITIONING PLATFORMS: FIRST RUN

<p>REAL LIFE FLEXIBILITY</p> <p>REAL FOOD FOR REAL LIFE Convenience only counts when it still feels like a proper meal—people can feel good serving—especially on hectic weeknights. The tension is “easy” food that feels like a compromise. This territory makes Kroger Fresh & Ready the dependable everyday meal solution that is hearty, familiar, and thoughtfully made—bringing relief and satisfaction.</p> <p>FAMILIAR FAVORITES, UPGRADED Most shoppers aren’t chasing culinary novelty on a Tuesday—they want what they already like, just done better. The tension is grocery prepared meals that feel bland, inconsistent, or “not worth it.” This territory positions Kroger Fresh & Ready as the place where classics come through with better flavor, better texture, and more pride—so repeat feels easy.</p> <p>A LITTLE LIFT, READY TO GO In busy everyday routines, people look for quick “mood boosts” that don’t require planning—especially for lunch, errands, or late-day surges. The tension is options that feel messy, uncertain, or like a guilty impulse. This territory positions Kroger Fresh & Ready as easy pick-me-up that feel composed, satisfying, and low-drama—so shoppers feel refreshed.</p>	<p>DISCOVERY, DELIGHT & CONNECTION</p> <p>LOCAL PRIDE PLATES Many shoppers want their grocery dollars to support real people and local economies, not faceless food. Kroger can spotlight regional makers, farm partners, and neighborhood favorites in Fresh & Ready—clearly labeled, story forward, and seasonally rotated. Credibility requires genuine sourcing, consistent availability, and fair, accessible pricing.</p> <p>YOUR NEIGHBORHOOD FOOD PLACE For many shoppers, the best grocery food experiences feel human—like a community stop, not a cold case of trays. When the deli lacks warmth or connection, it’s forgettable. This territory positions Kroger Fresh & Ready as a neighborhood anchor for everyday sharing and togetherness—so shoppers feel welcomed and emotionally attached.</p> <p>EVERYDAY DISCOVERY Shoppers want routine convenience, but they also crave small surprises that keep grocery meals from feeling repetitive. The tension is flavor fatigue and “same old” trays that don’t seem to return to life. This territory positions Kroger as the “smart win” with clear value signals and satisfying payoffs—so shoppers feel competent and confident.</p>
<p>TRUST MADE VISIBLE</p> <p>FRESHNESS YOU CAN TRUST Shoppers decide in seconds, reading color, moisture, and packaging integrity as the real truth of “fresh.” The tension is fear of food traps, repeats, and safety risk. This territory positions Kroger as the place where freshness is obvious at a glance, backed by visible care and turnover cues—so shoppers feel safe and sure.</p> <p>CARE YOU CAN COUNT ON Even when time is short, shoppers still feel pressure to prove they tried—especially for family dinner. The tension is convenience food that signals “Tap through dependable quality, bake through dependable quality, bake through dependable quality.”</p> <p>MADE EASY, MADE WELL Shoppers want convenience that is tension is “easy meals” that still feel dependable middle: simple to cook.</p> <p>THE FRESH KITCHEN Shoppers are skeptical of prepared is inconsistency across stores that a “made” food authority with clear p</p>	<p>SMART, GUIDED VALUE</p> <p>THE SMART MEAL WIN In Fresh & Ready, value is emotional: shoppers want the pride of a choice that feeds people well and avoids regret. The tension is unclear pricing and inconsistent portions that feel like getting played. This territory positions Kroger as the “smart win” with clear value signals and satisfying payoffs—so shoppers feel competent and confident.</p>



More impactful outcomes

Clearer, better-defined platforms that make it easier to turn opportunity into stronger strategy, ideas and execution.



YOUR NEIGHBOURHOOD FOOD PLACE

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YOUR NEIGHBOURHOOD FOOD PLACE

CENTRAL IDEA	NEIGHBORHOOD-FOCUSED FRESH PREPARED MEALS
WHAT IT'S ABOUT	"Your Neighbourhood Food Place" turns grab-and-go meals into a familiar local ritual, where convenience feels personal, proud, and community-rooted. It helps people feel like confident providers and connected neighbors, opening space for a brand to lead as the everyday hub for shared, locally attuned meals.
HUMAN TRUTH	Sometimes I feel like a good parent when I grab a fresh, local-feeling meal from the grocery store instead of the drive-thru, but I need it to look homemade so it doesn't feel like I'm giving up.
CULTURAL TRUTH	As Americans demand convenience without sacrificing quality or local identity, they're trading restaurant takeout and scratch cooking for prepared grocery meals that feel neighborhood-rooted, proudly presentable, and easy to mix-and-match.
BRAND PROMISE	Feel confidently at home, bringing fresh, local-ready meals that celebrate your neighborhood's tastes and routines.
PRODUCT TRUTH/RTB	King local 0
EMOTIONAL BENEFIT	YOUR NEIGHBOURHOOD FOOD PLACE
TARGET PERSONA	A bus
BRAND ARCHETYPE	Caregiver



SOME MORE DETAILED FOCUS AREAS FOR INITIAL INSPIRATION...

MERCHANDISING & SIGNAGE

Neighborhood Facts: Feature friendly staff photos and bios at deli counters to create a welcoming community hub, reinforcing familiar faces shoppers trust and encouraging repeat visits.

Local Flavor Highlights: Use prominent signage showcasing regional specialties and locally sourced ingredients, signaling Kroger's connection to the community.

Meal Occasion Bundles: Merchandise themed meal kits and bundled platters with clear occasion cues (e.g., family dinner, game night) to simplify choices.

PRODUCT RANGE

Regional Flavor Cues: Curated prepared meals featuring local and regional specialties that foster community pride and signal Kroger's connection to neighborhood tastes and traditions.

Meal Occasion Bundles: Themed meal kits and bundled platters designed for specific occasions like family dinners or casual lunches, simplifying meal decisions and enhancing the

IN STORE EXPERIENCE

Friendly Deli Meats: Staffed deli counters with familiar, approachable associates create a welcoming community hub, encouraging repeat visits and personal connections that embody the neighborhood food place spirit.

Regional Flavor Stations: Dedicated sections featuring local specialties and regionally inspired prepared meals signal Kroger's commitment to local tastes, fostering trust and a sense of belonging for shoppers.

Convenient Meal Bundles: Pre-assembled themed meal kits and platters for occasions like family dinners or casual hosting simplify choices, reduce stress, and reinforce Kroger as the go-to for everyday meal solutions.

MESSAGING

Neighborhood Emphasis: Friendly staff and visible local favorites create a welcoming, social hub that reflects community rhythms and builds shopper trust and loyalty.

Regional Flavor Pride: Featuring locally inspired dishes and ingredients signals Kroger's commitment to the neighborhood, making prepared meals feel authentic and tailored to local tastes.

BRAND INSPIRATION: WHO IS DOING THIS WELL?



H-E-B / True Texas BBQ

Built a named, credible barbecue restaurant inside its grocery stores, with trained Pitmasters, in-house smoking over Texas oak wood, and a full restaurant format complete with ordering counter and seating.

Creating a "Fresh Kitchen" destination experience to sit next to the produce aisle.

A mainstream chain that has earned genuine food credibility through a branded kitchen identity.



Stew Leonard's

Makes freshness something you watch, not just read on a label - pulling mozzarella, frying doughnuts, boiling bagels, all visibly on-site, with 80% of the store's entire assortment fresh-made in-house.

The experience is warm and family-oriented rather than upscale, making food theatre feel accessible rather than intimidating.

What are the "five acts" in the Kroger Fresh Kitchen to make a shopper feel food was made today?



Cava

Is the strongest existing model for a self-serve fresh bowl format that feels abundant rather than overwhelming - every ingredient is on open display, visually vivid, and named, so the food sells itself from the counter.


For Kroger's build-your-own deli bar, how do you make self-navigation feel easy and exciting? Clear visual anchors - a compelling base, a recognizable protein, vivid toppings - not just signage that explains what's there.

Quicker insights

with the same level of expected rigor - can unlock business growth and increase our impact on the business

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The biggest friction in prepared foods is fear of disappointment: Will it taste fresh? Has it been sitting too long? Is it worth it? The more Kroger removes uncertainty through guarantees, timestamps, replenishment cues, clear quality signals, and consistent execution, the more often shoppers will buy.
- 4 Abundance without guidance creates paralysis, not pleasure.**
More choices, more options, more solutions.
- 5 Value is prepared proteins, and discounts.**



POSITIONING PLATFORMS: FIRST RUN

REAL LIFE FLEXIBILITY	DISCOVERY, DELIGHT & CONNECTION
<p>REAL FOOD FOR REAL LIFE Convenience only counts when it still feels like a proper meal. People can feel good eating—especially on hectic weeknights. The tension is "easy" food that feels like a compromise. This territory positions Kroger Fresh & Ready as the dependable everyday meal solutions that are hearty, familiar, and thoughtfully made—bringing relief and satisfaction.</p> <p>FAMILIAR FAVORITES, UPGRADED Most shoppers aren't chasing culinary novelty on a Tuesday—they want what they already like. Just done better. The tension is grocery prepared meals that feel bland, inconsistent, or "not worth it." This territory positions Kroger Fresh & Ready as the place where classics come through with better flavor, better texture, and more pride—so repeat feels easy.</p> <p>A LITTLE LEFT, READY TO GO In busy everyday routines, people look for quick "mood boosters" that don't require planning—especially for lunch, errands, or late-day dumps. The tension is options that feel messy, uncertain, or like a guilty impulse. This territory positions Kroger Fresh & Ready as easy pick-me-ups that feel composed, satisfying, and low-drama—so shoppers feel relieved.</p>	<p>LOCAL PRIDE PLATES Many shoppers want their grocery dollars to support real people and local economies, not factories food. Kroger can spotlight regional makers, farm partners, and neighborhood favorites to Fresh & Ready—clearly labeled, story-forward, and seasonally rotated. Credibility requires genuine sourcing proof, consistent availability, and fair, accessible pricing.</p> <p>YOUR NEIGHBORHOOD FOOD PLACE For many shoppers, the best grocery food experiences feel human—like a community stop, not a cold case of trays. When the deli lacks warmth or connection, it's forgettable. This territory positions Kroger Fresh & Ready as a neighborhood anchor for everyday sharing and togetherness—so shoppers feel welcomed and emotionally attached.</p> <p>EVERYDAY DISCOVERY Shoppers want routine convenience, but they also crave small surprises that keep grocery meals from feeling repetitive. The tension is flavor fatigue and "same old" trays that don't earn a return trip. This territory positions Kroger as the place for easy, low-risk variety—curated rotations that make exploration feel fun, not risky.</p>
TRUST MADE VISIBLE	SMART, GUIDED VALUE
<p>FRESHNESS YOU CAN TRUST Shoppers decide in seconds, reading color, moisture, and packaging integrity as the real truth of "fresh." The tension is fear of food trays, repeats, and safety risk. This territory positions Kroger as the place where freshness is obvious at a glance, backed by visible care and turnover cues—so shoppers feel safe and sure.</p> <p>CARE YOU CAN COUNT ON Even when time is short, shoppers still feel pressure to prove their food—especially for family dinner. The tension is convenience food that signals "I gave up." This territory positions Kroger Fresh & Ready as a reliable way to show care through dependable quality, balanced options, and reassuring consistency—so shoppers feel like a good provider.</p> <p>MADE EASY, MADE WELL Shoppers want convenience that doesn't create new work—no confusing steps, no surprise prep, no second-guessing. The tension is "easy meals" that still feel uncertain or flimsy on quality. This territory positions Kroger Fresh & Ready as the dependable middle: simple to choose, simple to use, and solidly made—so shoppers feel relieved and in control.</p> <p>THE FRESH KITCHEN Shoppers are skeptical of prepared food claims and is inconsistency across stores that erodes trust. This makes food authority with clear preparation proof.</p>	<p>THE SMART MEAL WIN In Fresh & Ready, value is emotional: shoppers want the pride of a choice that treats people well and avoids regret. The tension is unclear pricing and inconsistent portions that feel like getting played. This territory positions Kroger as the "smart win" with clear value signals and satisfying payoffs—so shoppers feel competent and confident.</p>



YOUR NEIGHBOURHOOD FOOD PLACE

Shoppers don't just buy dinner—they look for small signs a store "gets" their community and daily rhythm. Too often, Fresh & Ready feels anonymous and transactional, making it easy to ignore. This territory positions Kroger as the local food stop with familiar faces, regional pride, and everyday occasions in mind—so bringing home prepared food feels warm, shareable, and good.

MACRO THEMES DRIVING THE NEXT ERA OF MEALS-TO-GO



PRECISION NUTRITION AT SCALE

Meals-to-go evolve from “convenient food” into an effortless daily health system. Actively helping people feel better, perform better, or stay on track with personal health and wellness goals



SELF CARE & EMOTIONAL INDULGENCE

Meals-to-go become emotional escape for stressful, depleted, or low-energy lives. Reducing stress, creating calm, offering reassurance, or delivering a small restorative moment.



SIMPLICITY & OUTSOURCING MEAL DECISIONS

In a world of endless options, meals-to-go continue to win by removing cognitive burden. Making it easier for people to eat well without turning dinner into another task.



FLEXIBLE FORMATS FOR FRAGMENTED LIVES

Meals-to-go adapt to new household structures, blurred dayparts, and variable appetites. Reflecting the breakdown of the old “standard family dinner” model.



DISCOVERY, CULTURE AND FOOD AS IDENTITY

Meals-to-go become a medium for self-expression, exploration, and cultural participation. Stretch beyond utility into meaning, discovery, and social identity



TRUST, LEGITIMACY & RESPONSIBLE CONVENIENCE

Future growth depends on making convenience feel credible, responsible, and socially acceptable. Solving the trust gap around prepared food, both functionally and socially.

THE NEXT ERA OF MEALS TO GO

WHY CONVENIENCE ISN'T ENOUGH

APRIL 2026

radius



WHAT'S INSIDE

How to win the \$1T meals-to-go space. [Here's](#) the insight & the "get started" playbook.

01



The Foundational Intelligence Ten signals that tell you exactly where the category stands right now. Who is driving change in the meals-to-go category, what they are choosing and how they are accessing it.

02



Six Macro Themes & Opportunity Spaces The structural changes in health, household, trust, technology and culture that are rewriting the rules of the category. Not trends. Forces.

03



The Playbook What the best brands are already doing. What you should do next. And how we get you there faster than you thought possible.

LET'S DIVE IN...

THE \$1 TRILLION BATTLEGROUND

Every day, hundreds of millions of people make a simple decision: what am I eating for lunch? For dinner? Right now?

They are not loyal. They are not patient. And increasingly, they are not satisfied.

The meals-to-go industry is worth \$1 trillion and growing. It spans grocery, prepared foods, QSR, restaurant takeout and delivery platforms, all competing for the same consumer, in the same instant, across the same fragmented day.

Most brands are competing with yesterday's playbook.

Convenience built this industry. It will not sustain it.

The brands that understand what is driving these shifts will own the next era. The ones that don't are already losing ground. This is the intelligence behind the shifts. And what it means for every brand competing in it.



SO WHAT IS ACTUALLY CHANGING, AND WHY DOES IT MATTER NOW? LET'S FIND OUT.

WHAT ARE THEY CHOSING

Meal choices are increasingly shaped by context & needs.

LOW-FRICTION FORMATS
Meals that are easy to eat anywhere with minimal mess, prep or clean-up are increasingly preferred, particularly in work, transit and shared environments.

SNACKIFIED FORMATS
As structured mealtimes dissolve, consumers are replacing single meals with multiple smaller eating moments across the day.

COMPLEX DISHES
Meals that are time-consuming, require multiple ingredients or are difficult to prepare are more likely to be sourced externally.

SAFE DISCOVERY
Consumers seek new experiences, but within familiar formats that feel safe, easy to choose and low-risk.

FUNCTIONAL FOODS
Meals that deliver specific outcomes such as protein, gut health or energy, are becoming everyday expectations, not niche needs.

RIGHT-SIZED PORTIONS
Meals that are portioned precisely, reducing waste and better matching how much people actually want to eat.



Now you know who and what they are actually choosing, this brings us to where and how they access it.

Download
the report
now & stop
by booth
600.

