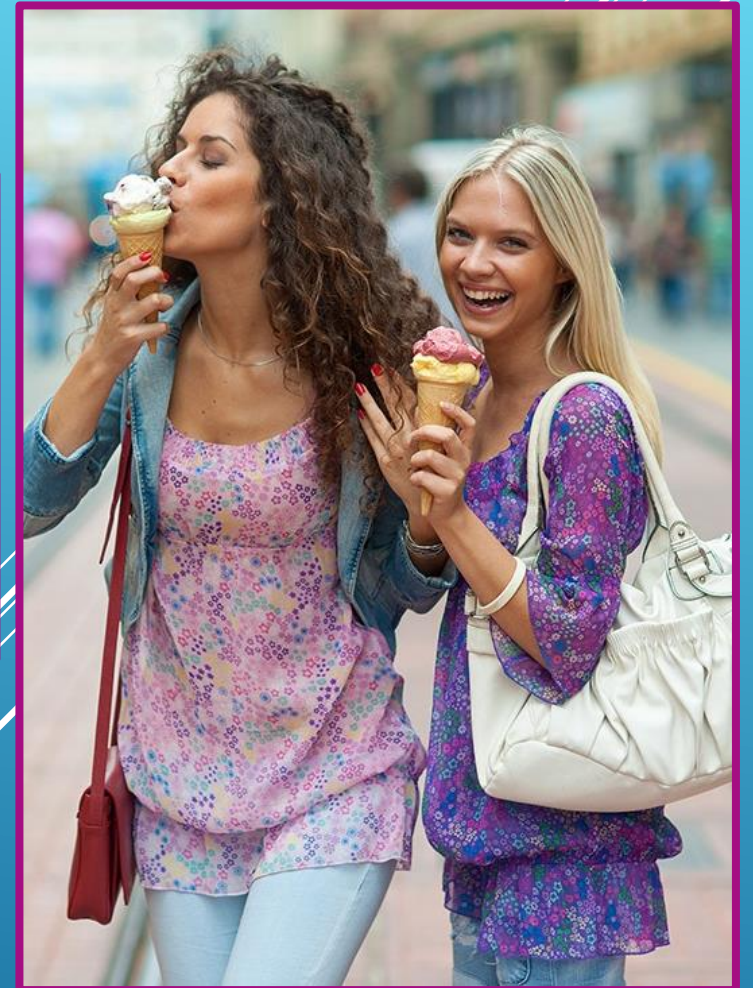


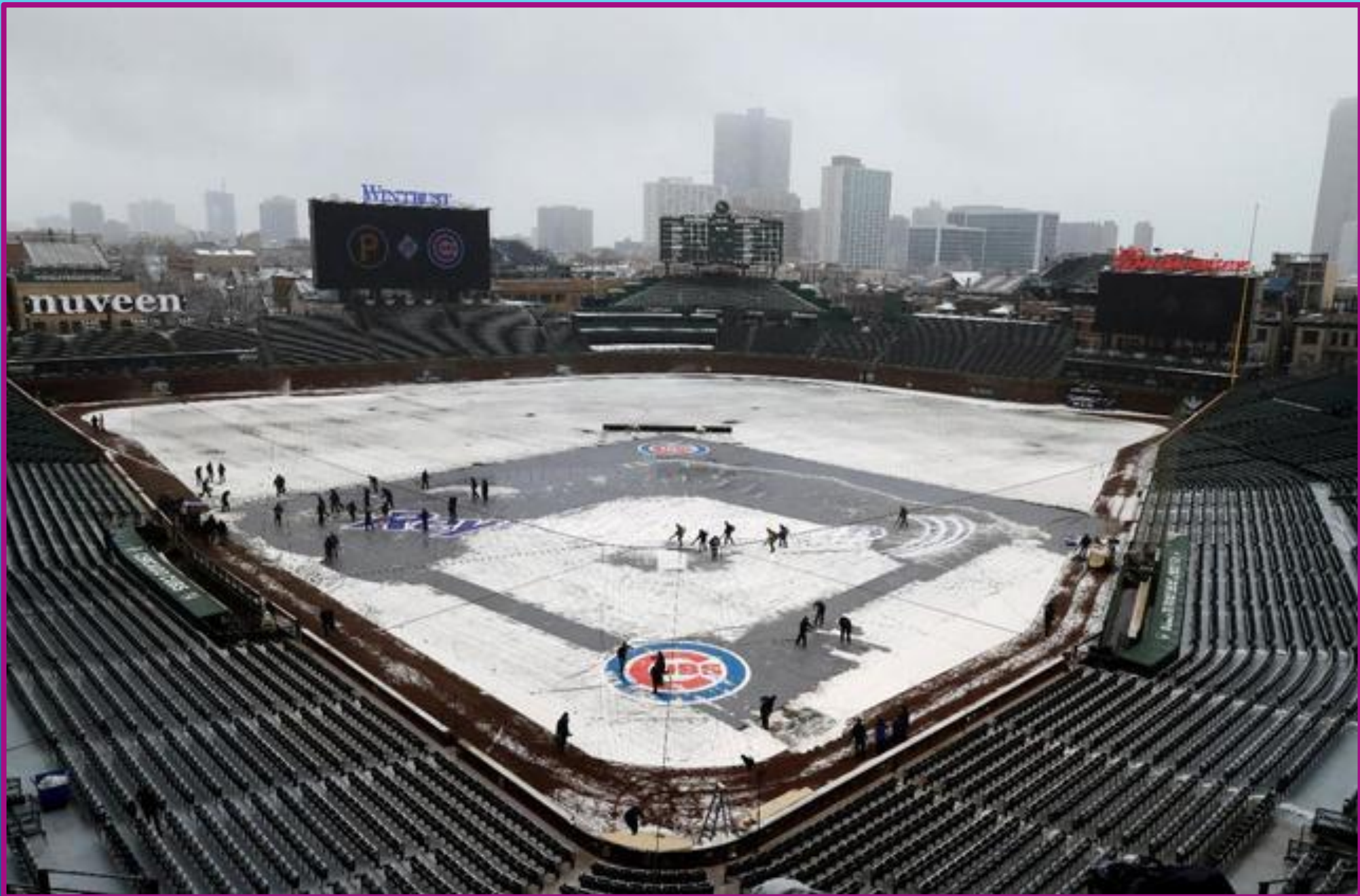
CREATING DISRUPTION IN THE ICE CREAM MARKET



presented by Donna Berry, food scientist, editor, consultant
Daily Dose of Dairy brought to you by BerryOnDairy.com

www.BerryOnDairy.com







Nutrition Facts

Serving Size 1 cup (228g)
Servings Per Container 2

Amount Per Serving

Calories 260 Calories from Fat 120

	% Daily Value*
Total Fat 13g	20%
Saturated Fat 5g	25%
Trans Fat 2g	
Cholesterol 30mg	10%
Sodium 660mg	28%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	

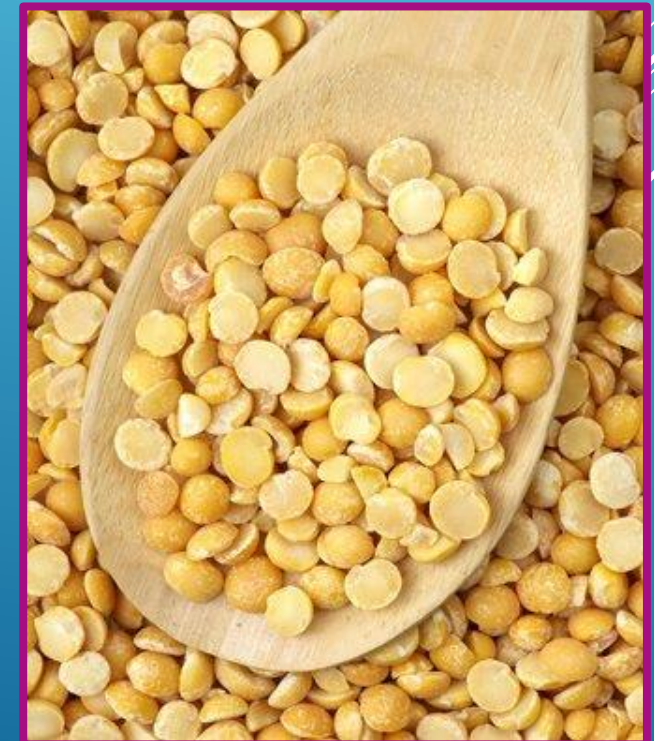
Vitamin A 4% • Vitamin C 2%
Calcium 15% • Iron 4%

*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4









QUALITY OVER QUANTITY

FIVE DISRUPTIONS TAKING PLACE IN RETAILERS' FREEZERS



DISRUPTION# 1: NUTRIENT CLAIMS

HIGH-PROTEIN, LOW-TO-NO ADDED SUGARS, REFUEL





HIGH
PROTEIN



swe

PEANUT BUTTER CHOCOLATE CHIP COOKIE BATTER

120 Calories per Serving
LOW FAT ICE CREAM • 14 FL OZ (414 ML)

HIGH
PROTEIN



swell

CHOCOLATE CHIP COOKIE BATTER

120 Calories per Serving - by Proyo
LOW FAT ICE CREAM • 14 FL OZ (414 ML)

LOWER
SUGAR



nell

CHOCOLATE TOFFEE

120 Calories per Serving - by Proyo
LOW FAT ICE CREAM • 14 FL OZ (414 ML)

LOWER
SUGAR









LOSE THE SUGAR, NOT THE TASTE

14g NET CARBS*
160 CALORIES
14g PROTEIN
1.5g SUGAR

SOLA

ICE CREAM

CHOCOLATE
FUDGE BROWNIE

1 PINT (473mL)

LOSE THE SUGAR, NOT THE TASTE

14g NET CARBS*
160 CALORIES
14g PROTEIN
1.5g SUGAR

SOLA

ICE CREAM

CHOCOLATE &
PEANUT BUTTER

1 PINT (473mL)

LOSE THE SUGAR, NOT THE TASTE

14g NET CARBS*
160 CALORIES
14g PROTEIN
1.5g SUGAR

SOLA

ICE CREAM

STRAWBERRY
VANILLA SWIRL

1 PINT (473mL)



new! & exclusive



SCANDAL-LESS

ALL THE GOODNESS WITHOUT THE GUILT



ONLY AVAILABLE IN OUR STORES

DATE CODE: 2/17/18







DISRUPTION# 2: SNACKING

GRAB-AND-GO, SINGLE-SERVE, PORTION CONTROL





FACTORS INFLUENCING SNACK CHOICE:

#1 TASTE = 80%

#2 NUTRITION AND HEALTH = 52%

#3 CONVENIENCE = 49%

SOURCE: JANUARY 2017 ONLINE SURVEY BY WELCH'S GLOBAL INGREDIENT GROUP, N=300



SNACKERS ARE LOOKING FOR WHOLE FOOD INGREDIENTS:

- WHOLE GRAINS = 43%
- REAL FRUIT = 42%
- NUTS = 39%

SOURCE: JANUARY 2017 ONLINE SURVEY BY WELCH'S GLOBAL INGREDIENT GROUP, N=300

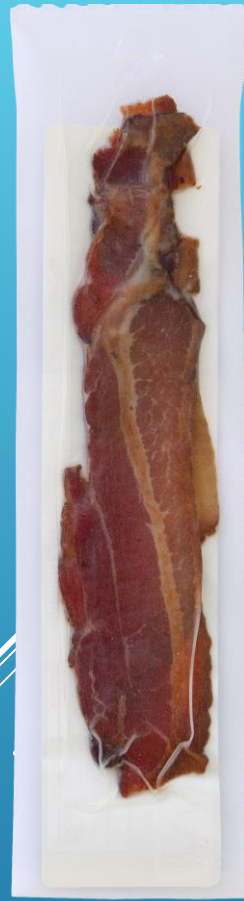
FRESH SNACKING DRIVES INNOVATION



















LA • YOGURT & GRANOLA • Y

LA • YOGURT & GRANOLA • Y

LA • YOGURT & GRANOLA • Y





farmersland

SOURCE
OF PROTEIN

ANYTIME--
ANYWHERE

READY TO EAT
AFTER DEFROSTING

BREAKfast BOWL

+Greek style
yogurt

WITH FRUITS, MUESLI
AND YOGURT



frozen/ tiefgefroren
serving suggestion/ Serviervorschlag

280 g e











DISRUPTION# 3: INGREDIENT SOURCING

ADVENTURE, CULINARY-INSPIRED, INDULGENCE, KEEP ADDED SUGARS LOW



Consumers today expect transparency from retailers and manufacturers...

Information that shoppers want retailers and manufacturers to be open and honest about:

% of consumers

■ Retailers ▨ Manufacturers

Product ingredients



Manufacturing processes



Sourcing practices



SOURCE: Nielsen Clean Label Report, Innova market insights, FMI Grocery Trends 2017, Press search

...and transparency **impacts** their purchasing decisions

75%

of consumers in the United States claim to **read** the nutritional and ingredient labels of food products

93%

of U.S. households **have purchased** a clean label product at grocery stores

50%

of all shopping trips now include the purchase of a **clean label product**

McKinsey & Company 3



GELATO'S
APPEAL IS
ITS VISUAL
CUES TO
FLAVORS
AND
NUTRITION







BEN & JERRY'S
Topped
Salted Caramel Brownie

Vanilla Ice Cream, a Salted Caramel Swirl, Brownies, Chocolatey Oreo's & a Spoonable Topping



DISRUPTION# 4: PROCESSING METHOD

ARTISAN, BATCH, CRAFT, FAMILY RECIPE, HANDMADE, MINIMAL, SIMPLE





BEFORE



AFTER





RECIPES CRAFTED TO TASTE
AS GOOD AS THEY LOOK

CRAFTED FOR TASTE



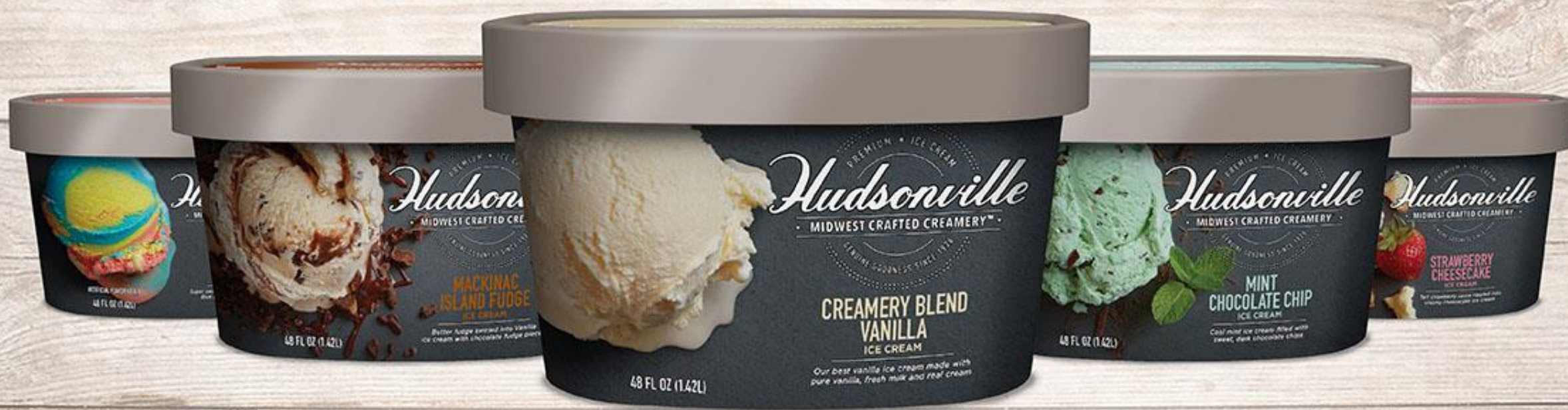


DISRUPTION# 5: PACKAGE

GRAPHICS, INTERACTIVE, POWER OF THE PINT, UNIQUE SHAPE OR SIZE



SAME GREAT TASTE, SWEET NEW LOOK















M
MAGNUM®

**ALMOND
AMANDE**

CRÈME GLACÉE VANILLE, MORCEAUX D'AMANDES ET
ÉCLATS DE CHOCOLAT ENROBÉS DE CHOCOLAT CRAQUANT

VANILLEROOMIJS MET STUKKEN
CHOCOLA EN STUKJES AMANDEL, OMHULD
MET EEN LAAG KRAKENDE CHOCOLADE

M
MAGNUM®

CLASSIC

CRÈME GLACÉE VANILLE ET ÉCLATS DE
CHOCOLAT ENROBÉS DE CHOCOLAT CRAQUANT

VANILLEROOMIJS MET STUKKEN CHOCOLA,
OMHULD MET EEN LAAG KRAKENDE CHOCOLADE

M
MAGNUM®

WHITE

CRÈME GLACÉE VANILLE ET ÉCLATS DE CHOCOLAT
BLANC ENROBÉS DE CHOCOLAT BLANC CRAQUANT

VANILLEROOMIJS MET STUKKEN WITTE CHOCOLA,
OMHULD MET EEN LAAG KRAKENDE WITTE CHOCOLADE



QUALITY OVER QUANTITY

FIVE DISRUPTIONS TAKING PLACE IN RETAILERS' FREEZERS



**TO STAY COMPETITIVE,
YOU MUST BE DISRUPTIVE.
BE ORIGINAL.**

THANK YOU

PLEASE SIGN UP FOR YOUR
DAILY DOSE OF DAIRY
AT
BERRYONDAIRY.COM

