



**A QUICK TAKEAWAY FROM THE FOOD TO GO  
SHOW AT EXCEL LONDON**

**EPiK**  
THINK BIGGER - MOVE QUICKER

# TRENDS

# ON THE GO

## Trends on the go...

Based in London and the heart of Shoreditch, we see a lot of the world's food trends come and go. It's a millennial Mecca where new brands focus on influencing the influencer.

Lunch! is the go-to trade show for the food to go industry. Snacking and on the go foods have been at the head of innovative trends in the food & drink industry for many years now. With over 400 exhibitors and a record number of new and innovative products this was a chance to see traditional brands, established newcomers and fresh start-ups under one roof. It was an opportunity to sample (and taste) the best the industry has to offer.

We've picked out some of the highlights for you here with some useful take-outs for our client brands along the way.

**EPiK**  
THINK BIGGER - MOVE QUICKER

+

JACOB BAILEY GROUP™



# ***THEME OF THE YEAR: PLANT-BASED***

This year's fastest growing trend sees lots of brands, old and new, underlining a commitment to it.





# PLANTASTIC

There were offerings from new entrants and old traditionalists. The Plantastic brand was a surprise launch from Premier Foods – home of many heritage household brands like Bisto gravy, Mr. Kipling cakes and McDougall’s flour.

**BRAND LESSON**  
Use your distribution to enter new categories.





# IMA VEGAN SUSHI

Big high profile launch in Selfridges department store. Goes beyond an ingredient to provide an entire vegan sushi offering.



## BRAND LESSON

Go beyond an ingredient and create with convenience in mind.

“The realistic-looking vegan ‘salmon’ is made by liquifying konjac (an Asian plant) into a naturally orange coloured gel.

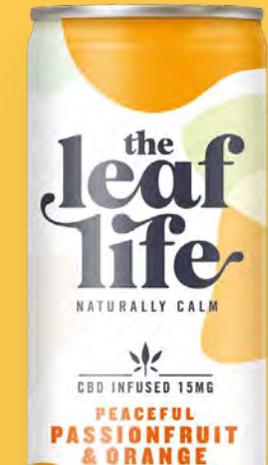
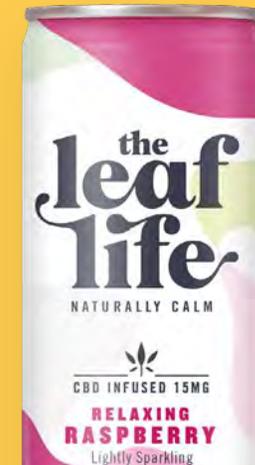
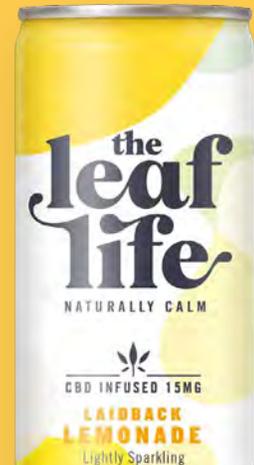
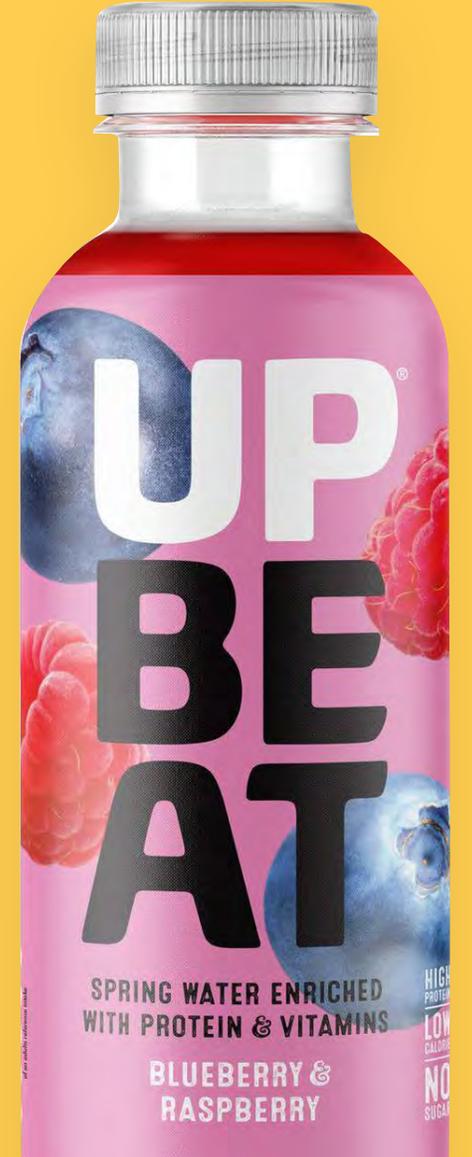
It is then layered with a coconut gel to create the appearance of real sliced salmon – and it really does look like it.”

–Huffington Post

# ADDING STUFF IN

Many products are using new (or established) ingredients to provide alternatives to old categories.

Alongside protein and caffeine, CBD, collagen, pre and probiotics and other functional (or allegedly functional) ingredients are finding their way into a widening range of snacks and foods.



# TAKING STUFF OUT

It's a lose/lose, win/win scenario.  
Use less or no sugar, fat carbohydrate and additives.  
(But keep it tasting the same).



“Only granola with all-green traffic light.”



Take out sugar, fat, gluten...



# REPLACE STUFF

Welcome to the world of fake meat, eggs and dairy.



# OOOM

Clearly and blatantly aimed at the yoga mummy holistic life coach market.

The first instant super-nutrient for citizens of a stressful world to help normalise the metabolism when under stress thanks to its formula of fruits and 'adaptogen' plants (sea buckthorn, goji and reishi).

## BRAND LESSON

Target blatantly, create a brand that's a new ingredient.



# A TEXTBOOK CASE STUDY IN REPOSITIONING TO YOUR STRENGTHS

Soreen is almost 80 years old. A malt loaf created by a Danish man who settled in the UK. Noted for its squidgy sweet texture from the malt and additional fruit. It is very much a Northern success story.

Once beloved of aunts and grandmas' tea times. In the 80's Soreen sponsored football team Bolton Wanderers and Rugby League. Their sport sponsorship had big ambitions and they were early supporters of Sir Chris Hoy who later went on to claim 11 World Championship titles and 6 Olympic golds.



## BRAND LESSON

See how far your brand can go: time, format, occasion, etc.



Today they position themselves as the 'squidgy energy' snack for athletes looking for a bit of indulgence and active people on the go.

Once a small loaf sized product, they introduced smaller pack sizes and snacks with two buttered slices in most major supermarkets. A good way to capitalise on your benefits honestly while courting an entirely new audience.



TRADITIONAL 'OLD SCHOOL PRODUCTS' REINVENTING THEMSELVES.



A masterclass in product extension...  
Not bad for one old-fashioned loaf.

Own the whole day – from breakfast  
to lunchbox to snack.  
Playing with formats – and flavours.



# BRAND LESSON

See how far your brand can go: time, format, occasion, etc.



Tap the trend: low fat,  
vegan, sustained energy.



Please the kids.  
Having fun with  
seasonal occasions.



'DISCOVERED THOUSANDS OF YEARS AGO'

# FREEKEH

Freekeh was purportedly discovered when villagers harvested wheat before it was ripe to save it from invaders. After the granary caught fire, when they surveyed the damage they found the wheat and noticed that it had a delicious smoky quality when 'rubbed.' Freekeh is from the Arabic word - 'to rub.'

The new answer to Quinoa?  
A future foodie grain with a unique smoky umami flavour.

## BRAND LESSON

Create a brand that could almost become a category descriptor.



Fire Grain - a brand whose name reflects the unique character of the product and positions them as a leader in the category.



# NAIRNS

Nairns are a traditional Scottish oat cake company that have been producing simple oat cakes since 1896. They have capitalised on the gluten-free trend for many years but have now created a genuine innovation in the snacking space – the first gluten-free oat ‘popped’ snack.

## BRAND LESSON

Stick to what you know, but you are never too old and traditional to invent something new.





## BRAND LESSON

How can you make a sustainable product more sustainable?

# NOOJ

Nut milk concentrate.  
Add your own water to  
reduce transportation  
and packaging costs.





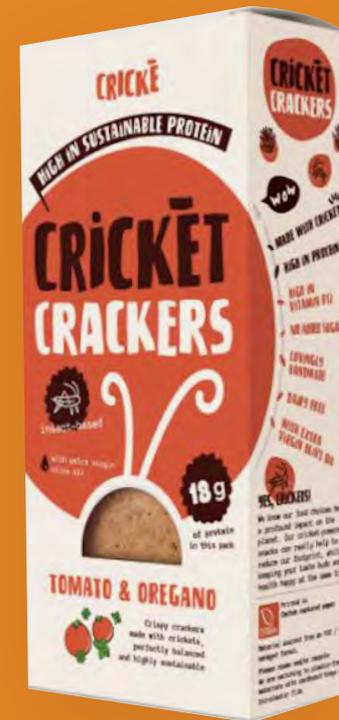
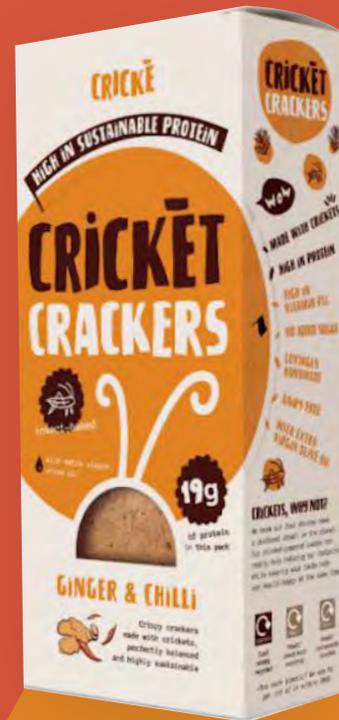
# BRAND LESSON

Bravely go where no one has gone before – you don't have to show the real thing!

# CRICKET CRACKERS

High in complete protein, B12, iron, potassium and fibre. Double the protein, half the fat and fewer calories.

Cricket farming is more sustainable than traditional protein sources requiring less land, water, feed and energy.





OTHER INSECT BASED PROTEIN BRANDS

# OTHER INSECT-BASED PROTEIN BRANDS

**BRAND LESSON**  
Not all trends mix successfully.





# MUSHROOM CRISPS

**BRAND LESSON**  
If it crisps up, you can snack it.





# BUT WILL IT CATCH ON?

“An artisan sandwich when served cold. A gourmet pie when warmed up.”

It’s apparently won over 30 Great Taste British Pie awards, so what do we know? Apparently “no other pie or sandwich brand has a 200 year old Russian origin story.”



## BRAND LESSON

Just because you marry two trends doesn't mean that they combine well.



Not to be confused with the pastry “Piewich” from Japan.

# OLD PUN OR CURRENT PUN?

## BRAND LESSON

Puns like this are great as long as your brand doesn't take itself too seriously – be consistently funny or drop the comedy.

### Matcha the Day

Matcha has taken the world by storm. We have created a 'made easy' balanced tropical tasting smoothie, with the perfect hint of matcha and all the health benefits to go with it! We have pelletised premium grade matcha green tea powder with a little apple, pairing perfectly with the IQF peach, pineapple, spinach and banana that are also in the sachet. Would you believe the matcha in one of these smoothies has the equivalent benefit to 10 cups of green tea? Well it does! Just blend with 200ml of apple juice for 30 seconds and you're good to go.

**Love Taste Co**

STAND: J39

Email: [office@lovetaste.co](mailto:office@lovetaste.co)

[www.lovetaste.co](http://www.lovetaste.co)



### Livin La Vida Cocoa

It's Milkshakes made easy. All in one sachet, just add 150ml whole milk to the blender, empty in the sachet and blend for 20 seconds. We have developed a range of Vanilla, Chocolate, Strawberry and Banana, all lusciously thick, indulgent and super creamy. Belgian chocolate is what gives this chocolate shake the wow factor. No scooping, no weighing, perfectly consistent delicious shakes every time.

**Love Taste Co**

STAND: J39

Email: [office@lovetaste.co](mailto:office@lovetaste.co)

[www.lovetaste.co](http://www.lovetaste.co)





**BUBBLING  
UP**





# BOTTLED UP...

Some key soft drink trends,  
as featured at Lunch!:

According to research by Frost and Sullivan, functional drinks represent the fastest growing functional market. Research from Mintel has found that, in the RTD category, consumers mainly seek choices that include antioxidants (47%), promote brain health (40%), are anti-inflammatory (35%) or have probiotics (30%).

In particular, the past year has seen a boom for probiotic beverages. Global Market Insights Inc. claims that by 2023, the global market for probiotic ingredients is expected to reach \$64 billion. This was evidenced by brands like Captain Kombucha.



# BOTTLED UP...

Energy drinks consumers are becoming more concerned about what they are putting into their bodies, the category is now beginning to redefine itself. Brands are now steering towards more natural functional ingredients. New brands like Unrooted and Tenzing were evidence of a natural energy trend.

Plant-based is a huge trend in food but is also moving into drinks. Several brands here like Califia presented RTD drinks with dairy substitutes.

Millennials are a core target for these innovations and we saw brands like 'Minor Figures' overtly tailor their brand to this market. In a recent study, it was found that 57% of consumers aged 25 to 35 demonstrated engagement with all functional beverage category segments.

Millennials are a generation of busy individuals ultimately looking to find simple, convenient ways to conform to a healthy lifestyle. Craft beer has opened a market for eye-catching designs which on social media are key to influencing Millennial consumer behaviour.





**INGREDIENTS REPACKAGED UNDER A PROVENANCE**

# TENZING

Around for several years and promoted heavily on the London tube network. At the show we were told the drink was formulated by an ex-employee of Red Bull. He claimed Red Bull had many requests for a natural version but failed to deliver, so he started his own company. Links to Himalayan heritage (the name of the sherpa who first climbed Everest) and claims to use ingredients sourced there (Himalayan salt).



## BRAND LESSON

Focus on a provenance that evokes character.



Repackaging existing ingredients and creating a brand that has a faint link to provenance, and stands for endurance, purity and adventure.

# UNROOTED

Energy drink said to be formulated from a 10,000 year old recipe.

The Baobab is a symbol of the African bush. The seeds offer potent nutritional and metabolic benefits. They ensure slow release of energy coupled with high Vitamin C, potassium and fibre. Also said to boost microbiome, thus linking to another new health trend.

## BRAND LESSON

Explore a story, not just an ingredient.



The legendary Baobab tree and Baobab recipes with links to one of the last hunter-gatherer tribes - the Hazda.

Offers plenty of story-based provenance and status as a new superfood ingredient.

# MY FOODIE

Claims to take the plant-based and turn into a new category – a range of organic potato-based drinks. Veg of Lund (parent brand) has patented its method for combining potato with rapeseed oil, which it says is akin to mixing oil and water.

This combination is said to create a viscous and filling liquid, described as “foodier than a smoothie.”

Uses potato as an ingredient to create an allergen free snack...” We are the first to marry the properties of the potato (energy/fibre/vitamins/more potassium than a banana) with the omega-3 qualities of rapeseed oil.

## BRAND LESSON

Surprise with unusual combinations of traditional ingredients (potato/raspberry/rape seed oil) by focusing on nutrition and functionality.



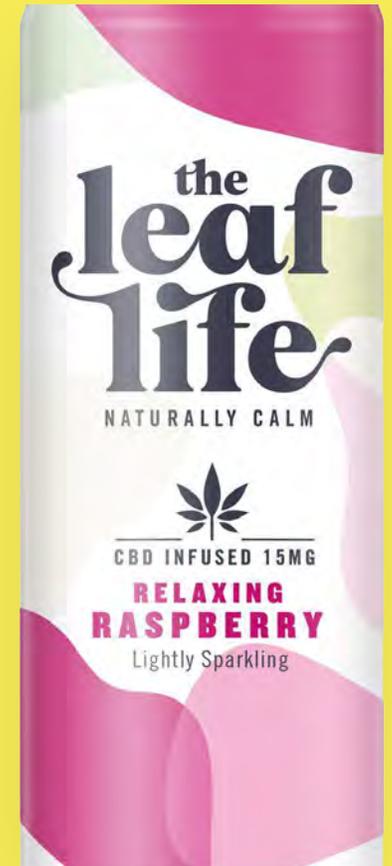
# THE LEAF LIFE

The Leaf Life launches a soft drink range containing 15mg of full spectrum CBD. The products claim hard functionality promising to induce 'natural calm' while also riding on the benefit of a 'refreshing and invigorating taste.'

The Leaf Life comes from Bravura Foods that describe themselves as 'ethical vegan' producers and have been in the vegan market for a decade. They are also involved in helping other ethical brands like Panda Liquorice and gut health soft drink Captain Kombucha.

## BRAND LESSON

Follow a functional trend (CBD) but don't forget to make it taste good as well.



# CAPTAIN KOMBUCHA

Kombucha isn't a new trend but it is starting to take off. Captain Kombucha is one of the more established players. Focused on gut health using a range of traditional ingredients (green tea) and modern variants (organic raw cane sugar) reference heritage in claiming to "follow the original Chinese recipe."

"That's how we get authentic, 100% kombucha with a great taste. Pure and yet delicious. Ancient and yet unique. Bubbly and yet fresh-tasting."

"VITALITY IN EVERY SIP! CAPTAIN KOMBUCHA is a delicious naturally fermented drink, handcrafted to perfection in our Western Portugal Ocean facility. Every bottle is created and fermented with our own CAPTAIN KOMBUCHA culture and only the highest quality certified BIO ingredients."

## BRAND LESSON

Focus on a single trend/benefit (gut health) but source a range of ingredients to achieve it.



# WILLY'S ACV

A potato trader who inherited apple orchards and is now committed to 'probiotic farming.' He is the brainchild behind the highly successful Tyrells crisp brand. He welcomes the ferment trend as offering an outlet for apples too bitter for using for the demand for sweet cider.

## BRAND LESSON

Turn a trend into a proper brand story with heritage. Use an acronym to make the trend seem even fresher and semi scientific (ACV for Apple Cider Vinegar). Deliver it in convenient form (soft drink).





# PLANTSY

An algae protein drink, Plantsy, takes advantage of the fact that algae is regarded as a 'complete protein' and contains all the essential amino acids required to build and maintain muscle mass. A potential one for the gym crowd.

Plantsy comes in two flavours – rhubarb & ginger and blood orange & ginger.

## BRAND LESSON

Just because a plant trend didn't take off first time doesn't mean you can't try again.





## BRAND LESSON

If you're going to join a trend, go big.

# HIGHBALL

The Original Free Drinks Company has launched a new range of ready-to-drink alcohol-free cocktails. The Highball Cocktails brand, which taps into the booming 'no-lo' trend, consists of six cocktails: Classic G&T, Pink G&T, Cosmopolitan, Mojito, Italian Spritz, and Ginger Dram.





# DRGN SUPERDRINK

Turmeric has been touted as a super supplement in foods and shots for the last few years thanks to its high antioxidant content. DRGN claims to be the world's first 'superdrink.' It plays to its far eastern credentials DRGN being an abbreviation for 'dragon' and created in the Year of the Dragon. As a blend of 'Eastern Wisdom and Western Science' it references the 'play hard/work hard' culture of Hong Kong. Avoiding caffeine as a booster it cites turmeric as the key to its qualification as an energy drink. As such it targets a wide range of occasions from morning pick-me-ups to post workout hydration to evening cocktails. A heady mix of lifestyle and wellness branding.



## BRAND LESSON

Younger demographics mix wellness and hedonism effortlessly so why not play to this eclectic lifestyle?



# DRINK 420

Drink 420 claims to make CBD 'accessible' through combining it with lime and the popular botanical flavouring of elderflower and berries in another variant. Drink 420 targets a very specific occasion – 4:20 in the afternoon to be precise – as a time to unwind. Apparently in the US 420 is a code for 'getting high' whereas Drink 420 is 'the new time to unwind' with 15mg of CBD. As they explain: 'Your boss has been on your back all day and you can't bear the pain of being crushed on a packed tube home... Well, that's why we created Drink 420.' For the UK it's slightly confusing as 4:20 is really quite early to be heading home, unless they are talking about 4:20 am which could be quite normal for a London night out.

## BRAND LESSON

Target a specific occasion and make it yours. Lay claim to a time of the day where large numbers of people share particular emotions.

HELPING YOU  
CREATE  
BETTER DAYS





# ***WHAT'S BREWING IN COFFEE?***





# JÄGERMEISTER COLD BREW COFFEE

Something to help get rid of your hangover after too many Jägerbombs. Fused with arabica coffee and cacao to create an intricate coffee taste fused with the classic Jägermeister taste. One for the fans only?



## BRAND LESSON

Use the power of your brand to cross into other categories.



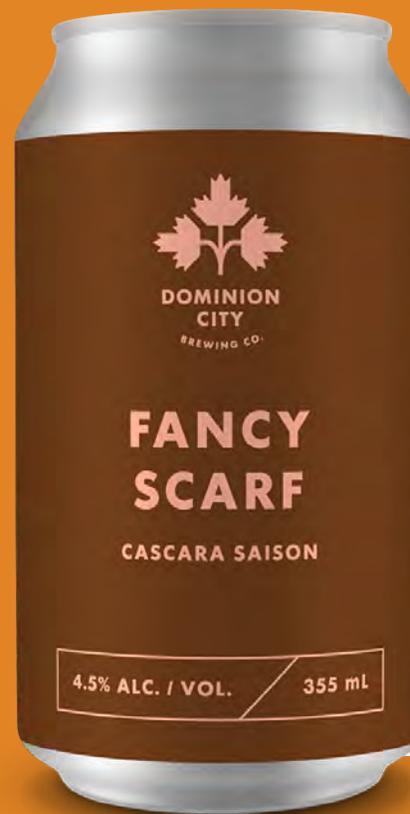
# CASCARA

A waste-conscious world is not only downing coffee but gobbling up the leftovers as well. Cascara is Spanish for 'husks' or 'peels.' These left over red skins from the coffee cherry are now prized as a superfood rather than being thrown away as they once were. They supposedly contain gram for gram more iron than spinach, more fibre than whole grain flour, more antioxidants than pomegranate and more protein than kale.

Like most hip new foods it's not a recent discovery but a revival of a centuries old tradition from Africa. What's new is the way people are taking to the substance with innovative gusto -drinking it like tea (2 tsp with 200 ml of boiling water) mixing it with other herbal mixtures and spices or as a cold brewed drink like iced tea. It's also being used as a cocktail ingredient, as a flavouring and used as supplement for colon health. It's a versatile new food ingredient that looks like becoming a fresh ingredient for lots of innovative products.

## BRAND LESSON

Waste not want not. What kind of waste products are connected with your brand? Is there something you could make from it? You could be a sustainability champion in the eyes of your customers.

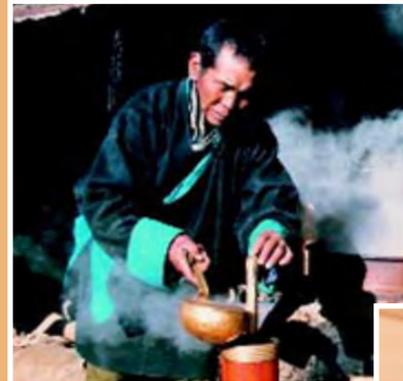


# BULLETPROOF COFFEE

Yes, the rumours are true as you can now have butter in your coffee. Rumoured to have been inspired by Tibetan tea which is black tea churned with yak butter and salt. Buttered coffee, that is also known as bulletproof coffee, is when healthy fats such as coconut oil are added to your morning brew. Said to stimulate ketosis (a metabolic state triggered by lack of carbs) that produces fat burning for energy which stimulates weight loss and as a bonus boosts cognitive function.

## BRAND LESSON

Are there things you could add or ways to serve your brand that can fit new trends in consumption?





# CALIFIA COFFEE

As our founder, Greg Steltenpohl, says “you can criticise the food industry, or legislate it, or you can just create something different, something better.” Califia Farms is returning food to its original, nourishing purpose. They apply creativity and innovation to craft a wide assortment of delicious plant-based products including plant milks, dairy-free creamers, cold brew coffees, probiotic dairy-free yogurts and citrus juice.

## BRAND LESSON

Stand by your beliefs, follow a trend to extremes and succeed or fall by your beliefs.



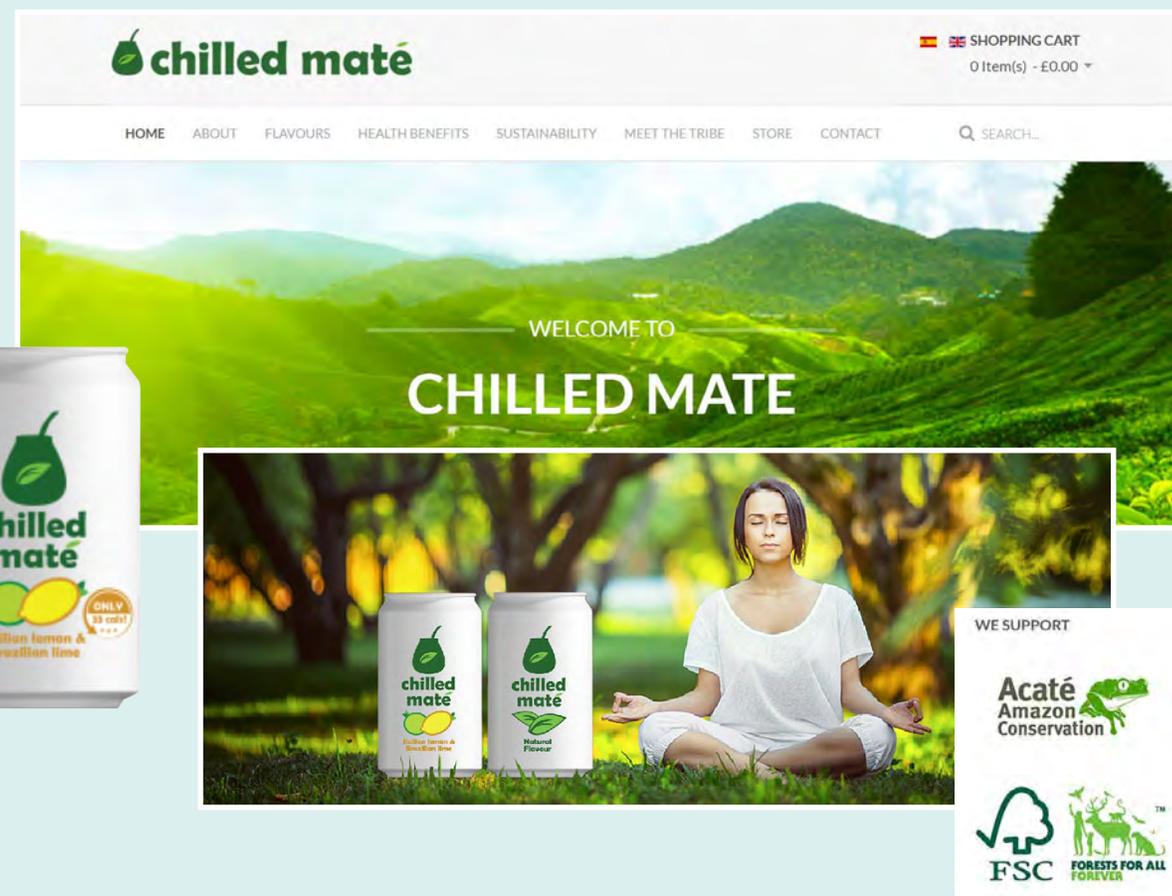
# CHILLED MATÉ

(Pronounced mah-tay) is a refreshing drink based on an extraction from the Yerba Mate plant - (pronounced yer-bah mah-tay). The plant grows naturally in many regions of South America including in the Amazonian rainforest. The drink was originally steeped, similar to a tea and consumed by various native tribes within the Amazonian Basin. To them the drink gave them both physical and mental alertness as well as being a great provider of vitamins and minerals.



## BRAND LESSON

Make a trendy ingredient more convenient and taste-friendly.





# FITCH BREW CO.

## Mission

Noticing links between the coffee and alcohol industries Fitch Brew Co. are on a mission to make more out of soft drinks. Focusing on tea and coffee, Fitch aim to introduce innovative flavours to the market that will make people reappraise coffee and tea.

The flavours they have created have been developed to work well with alcohol.

## BRAND LESSON

Combine two big trends to see where it goes - in this case, craft brewing and coffee innovation.





# BIRD & WILD

Bird & Wild uses shade grown coffee and only roasts seasonal coffee certified as bird friendly and shade grown by the Smithsonian Migratory Bird Centre. Wearing its purpose on its sleeve, Bird & Wild stands out from all the other Fairtrade coffees by standing for something more unique.



## BRAND LESSON

Stand up and be counted. Let your customers see the benefits your beliefs can bring.





# LAND & TIDE

Land & Tide as founded by Amber Kavaliauskus because she was fed up not being able to find dairy-free iced coffees that didn't compromise in some sort of way. The result is oak milk iced coffees that are free from additives and come in two flavours.

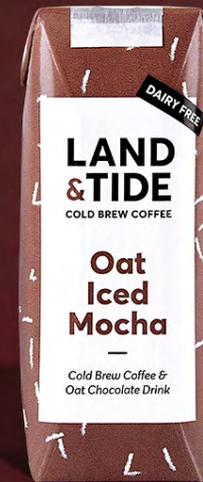
## BRAND LESSON

Another trend cocktail - dairy-free and cold brew.

**LAND  
& TIDE**  
COLD BREW COFFEE

## DAIRY FREE ICED COFFEES

Simple ingredients  
No added sugar  
No stabilisers or emulsifiers



# MINOR FIGURES

Minor Figures develop ethical coffee goods for both consumers and baristas that have a quirky design aimed very much at the urban Millennial consumer.

Range of products include nitro cold brew, oat milk, liquid chai concentrate and post coffee CBD drops. As well as a considerable range of merchandise.

## BRAND LESSON

Tick all the trend boxes (CBD, cold brew and dairy-free) and package it for Millennials. Tag it East London just to make it clear.





# GUT INSTINCT

Gut Instinct was set up to help consumers achieve strong physical and mental health through a better diet and nutrition. This was after the founder was diagnosed with chronic fatigue in his twenties.

They currently produce a range of milk alternatives as well as vegan mayonnaise with the intention to also move into cheese alternatives and plant based yoghurt.

## BRAND LESSON

Take a current benefit (dairy-free) and package it as another (helps your digestion).





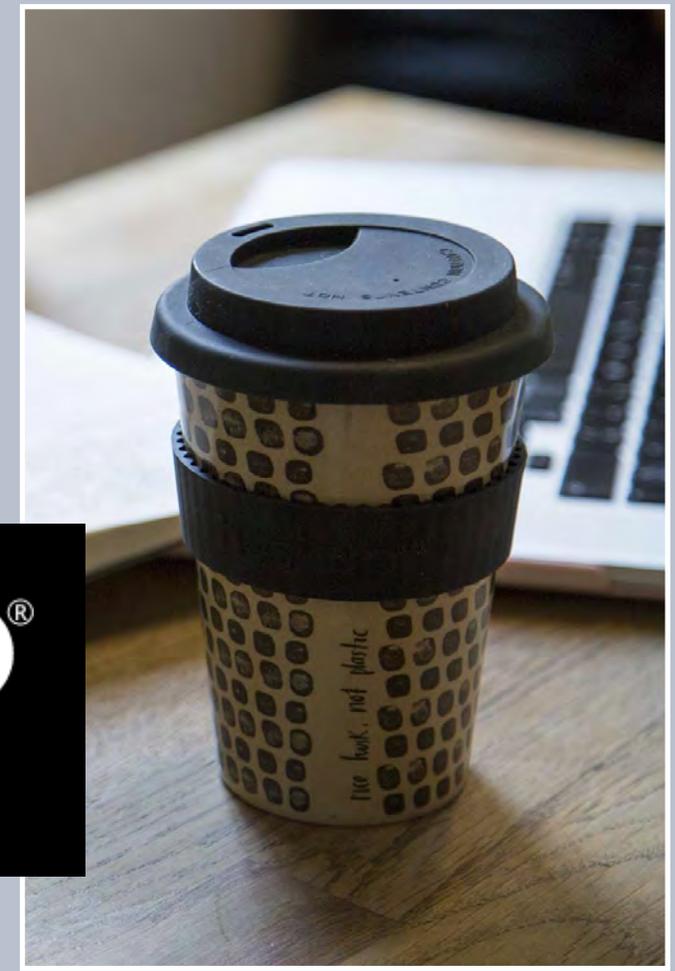
## **BRAND LESSON**

Take the waste from one industry (rice) and use it in another (coffee cups). Adopt them for your coffee brand.

# **HUSKUP**

Plastic alternatives have come compulsory for any right-thinking company and the Huskup offers a biodegradable alternative to the disposable coffee cup.

Not only is it biodegradable but it is made from rice husks, a by-product of rice milling.





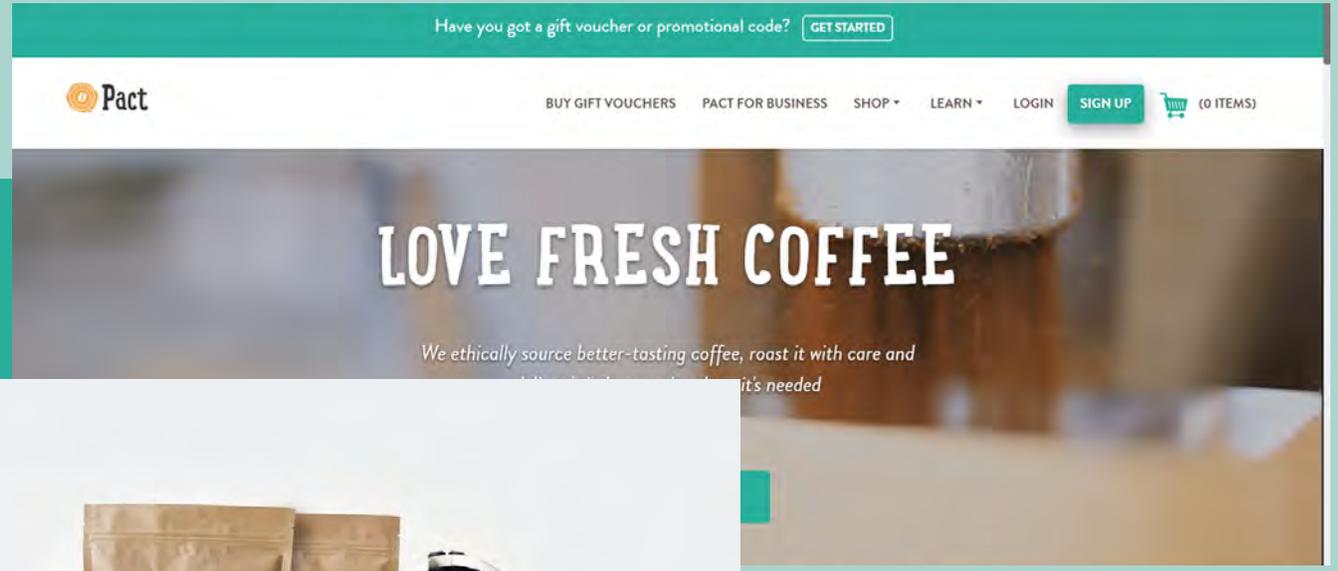
# PACT

Pact offer a wide range of specialist coffees in either bag or pod format that are delivered direct to the customer on a subscription basis. The aim is to introduce customers to better coffee in the most convenient manner.

Pact are about cutting out the middleman. They buy direct from coffee farmers and deliver direct to the door.

## BRAND LESSON

Look at delivery mechanisms and trends in distribution. Direct to consumer is the new market.





# PODDIE

With coffee pods being seen as environmentally unsafe, Poddie delivers a reusable pod with the added advantage that you can put whatever coffee you prefer in them.

## BRAND LESSON

Create a reusable version of a throwaway wasteful product and market it on its customisable qualities.



CORNER STORED





# TASTE PILOTS

## OUR FAST TRACK FORMULA FOR PROTOTYPING

Taste Pilots: Think it... Model it... Make it... Taste it... Brand it... Run it... Live test it

Fast track to market innovation driven by neuroscience and storytelling.

We've taken concepts from the drawing board to the dining table in less than 6 months. We've done it for start-ups and for big corporations like The Coca-Cola Company and Hormel Foods.

### Services and capabilities include:

Food and drink scientist; business/data modelling; prototyping lab facility; taste testing research; small scale production factory; live testing.

Everything under one roof.

For more information visit:  
[greg@thinkepik.com](mailto:greg@thinkepik.com)  
[www.thinkepik.com](http://www.thinkepik.com)



### THINK IT

Ideation development, concept and brand story

### MODEL IT

Data modelling, 'size of prize', category analysis

### MAKE IT

Food & drink prototyping

### TASTE IT

Evaluate with local in-house tasting panels

### BRAND IT

Develop packaging, brand story, advertising

### RUN IT

Small scale production facility, 1-10,000 units a week

### LIVE TEST IT

Sell online or via traditional retail channels



# **EPiK**

*THINK BIGGER – MOVE QUICKER*

We hope you enjoyed our EPiK LUNCH! report.

If you would like more information,  
please contact:

**[greg@thinkepik.com](mailto:greg@thinkepik.com)**

**[www.thinkepik.com](http://www.thinkepik.com)**