

MARKETING YOUR SPECIALTY FOODS

YOU "CAN" DO IT!

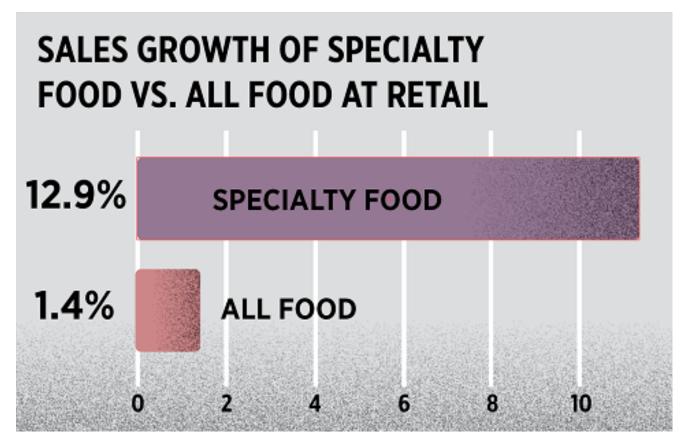
Dr. Theresa J. Nartea, Assistant Professor Extension Specialist (Marketing & Agribusiness) Virginia State University-Cooperative Extension Petersburg, VA 804.524.5491 tnartea@vsu.edu

LET'S GET COOKING! WHAT WILL COVER





UNDERSTANDING THE MARKET



Purcell, D. (2018). New research: The state of the specialty food industry 2018. Retrieved from https://www.specialtyfood.com/news/article/specialty-food associations-2019-food-trends/

UNDERSTANDING THE MARKET



UNDERSTANDING THE MARKET

RETAIL SALES TOP 10	Total Market 2017	Change 2015-2017
	\$ Million	%
Cheese & Plant-Based Cheese	\$4,005	6.6%
Frozen or Refrigerated Meat, Poultry & Seafood	\$3,841	3.3%
Chips, Pretzels & Snacks	\$3,822	11.8%
Non-RTD Coffee & Hot Cocoa	\$3,329	5.4%
Bread & Baked Goods	\$3,058	18.1%
Chocolate & Other Confectionery	\$2,368	10.8%
Yogurt & Kefir	\$2,229	20.6%
Frozen Desserts	\$2,227	41.6%
Refrigerated Entrees	\$2,147	27.2%
Frozen Lunch or Dinner Entrees	\$2,143	13.1%

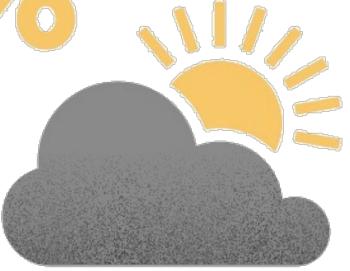
UNDERSTANDING THE MARKET



UNDERSTANDING THE MARKET

996

Forecast of specialty food sales' share of the total market by 2022.





UNDERSTANDING THE CONSUMER



"Avoidance" & "Free-From" Eating

Big Spenders (ages 22 to 37)

INFLUENTIAL SOCIAL MEDIA

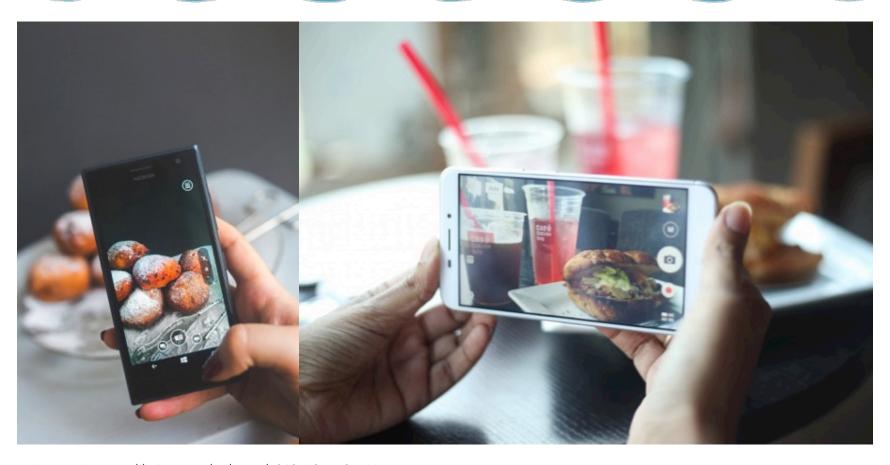


Photo Credit: https://pxhere.com/en/photo/1068149 (CCO Public Domain)

SOCIAL MEDIA: INSTAGRAM (IG)

- 1B+ IG audience (42% earn \$75K/year)
- 59% of IG users are ages 18-29
- Ages 18-35 browse IG food images 120H/YR
- "70% of IG users purchase from mobile phone



Carter, R. (2018) 5 Instagram marketing trends changing the industry in 2019. Retrieved from https://sproutsocial.com/insights/instagram-trends-for-every-marketer/

2019 ONWARD: MORE MOBILE MARKETING

- iPhone® launched in 2007
- In 2007, oldest "post-Millennials" were age 10
- By teen years, used mobile devices to connect to internet, not desktops (on the move generation)
- Expect and demand constant connectivity to on-demand entertainment and social media communication via mobile devices

¹Pew Research.org. (2018). Defining generations where millennials end and post-millennials begin. Retrieved from http://www.pewresearch.org/fact-tank/2018/03/01/ defining-generations-where-millennials-end-and-post-millennials-begin/

AVOIDANCE "EAT IN G (US Adult Pop. 327.16M)



HAS..." (US ADULT POP. 327.16M)

44% avoid artificial sweeteners (53% 76M avoid for all or more than half the time)



HAS..." (US ADULT POP. 327.16M)

38% 124M avoid sugar (51% (63M)-All or more than half the time)



HAS..." (US ADULT POP. 327.16M)

33% 108M avoid artificial preservatives (47% (51M)-All or more than half the time)



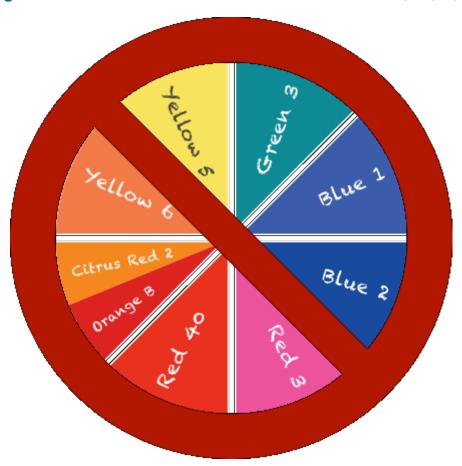
HAS..." (US ADULT POP. 327.16M)

29% 95M avoid salt (34% (32M)-All or more than half the time)



HAS..." (US ADULT POP. 327.16M)

28% 92M avoid artificial colors (39% (36M)-AF-All or more than half the time)



HAS..." (US ADULT POP. 327.16M)

28% 92M avoid fat (38% (35M)-All or more than half the time)



"FREE-FROM" Fastest growing segment in retail food category

Nearly 3% of adults and 6% of young children in the United States have one or more food allergies Free From: of tree nuts of egg gluten Chocolate CRUNCHY COOKIES

Acker, W. W., et al. (2017). Prevalence of food allergies and intolerances documented in electronic health records. Journal of Allergy Clinical Immunology, 140,6,1587-1581.

MILLENNIAL SPENDING POWER

There are now more
Millennials than Baby
Boomers, and this generation
has the power to spend more
than \$200B each year.



Total percent of consumers who purchase specialty foods.



GENERATION FXPI ANATION

Generation*age in 2018	Name
1915-1927 (91-103)	The Greatest Generation
1928-1945 (73-90)*	Silent Traditional
1946-1964 (54-72)*	Boomer
1965-1980 (38-53)*	Generation X
1981-1996 (22-37)*	Millennial
1997-XX (21-XX) *	"Post Millennials" ¹ or i-Gens ²

¹Pew Research.org. (2018). Defining generations where millennials end and post-millennials begin. Retrieved from http://www.pewresearch.org/fact-tank/2018/03/01/defining-generations-where-millennials-end-and-post-millennials-begin/
²(2000-XX (18-XX); Spec Foods Assoc. Nomenclature)



2019 FOOD TRENDS



Probiotics Cereals, juices and other beverages, dairy products or

baked goods with probiotics



Fermentation kefir, kimchi, sauerkraut, drinking vinegars



Nootropics memory enhancing ingredients, like blueberries

2019 FOOD PRODUCTS



Soups

Hemp Heart health, Medicinal

Mushrooms Immunity, Turmeric Anti inflammation,

Maca Beauty enhancer



Plant based foods 31% consumers had meat-free

days a minimum of once per week; 15% U.S. population identify as vegetarian or vegan

2019 FOOD FLAVOR TRENDS



Herby, Pine, Floral, Citrus Notes



Smoky and Earthy



Sweet and Savory

2019 FOOD CUISINE TRENDS



Middle Eastern



African



Southeast Asian

2019 FOOD SWEETENER TRENDS



Golden Beets



Sweet Potato



Carrots



PACKAGING 2019 TRENDS





Experience Is product exciting to unbox and show off on SM posts?



No More Waste Can your customer recycle, reuse, repurpose packaging?

PACKAGING PROMOTES SALES



Snacking Portions

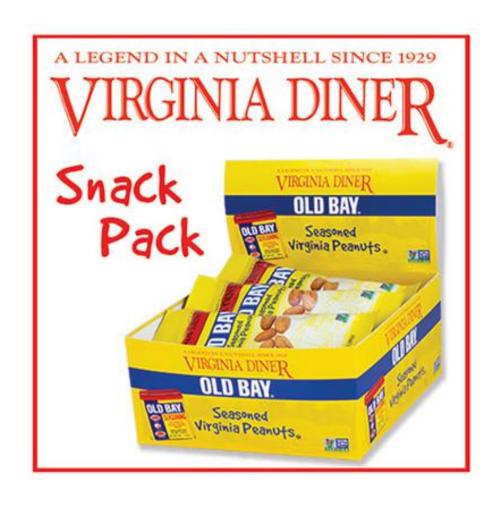


Mini Taste Experience



Specialty Food Packaging Ideas

SNACKING PORTIONS SNACK PACK 2



SNACKING PORTIONS 100 CALORIES

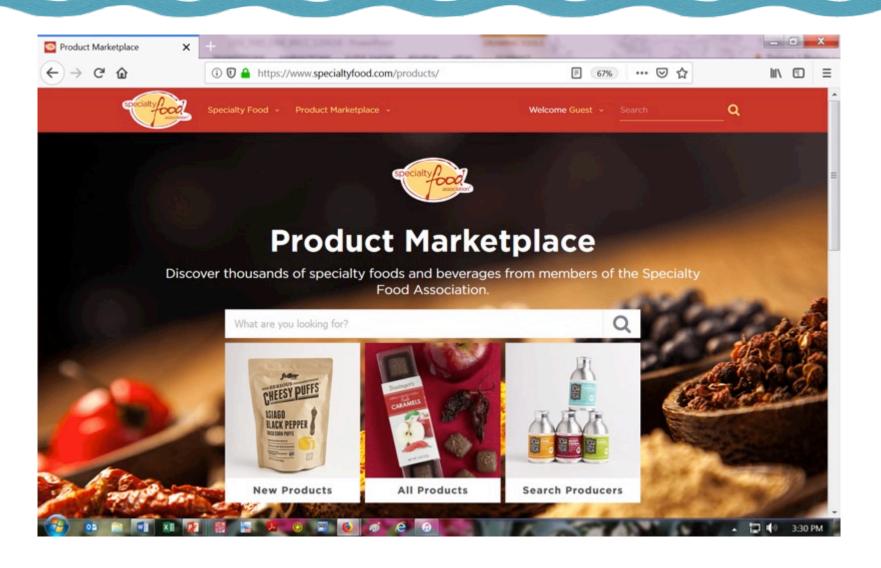


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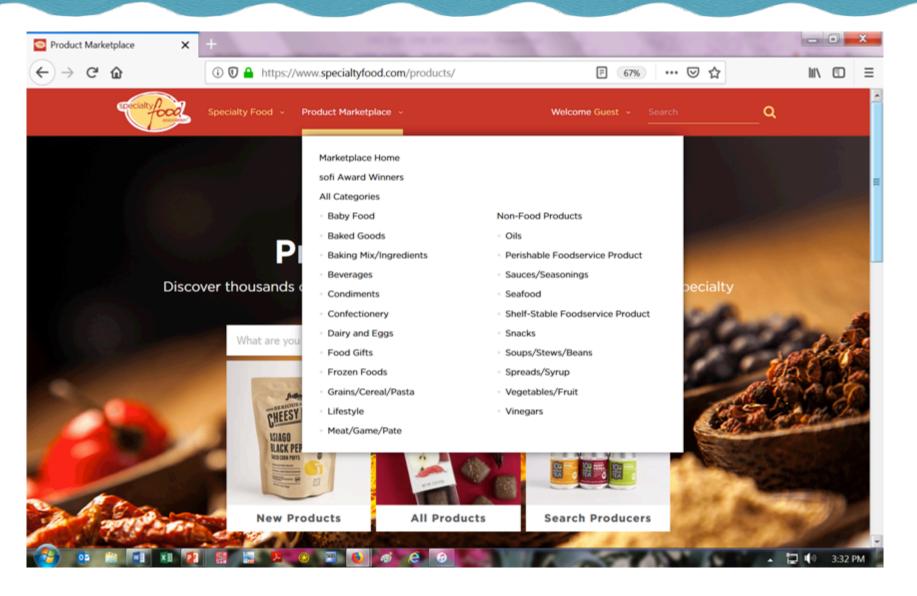




GET FRESH PACKAGING IDEAS WWW.SPECIALTYFOOD.COM/PRODUCTS/



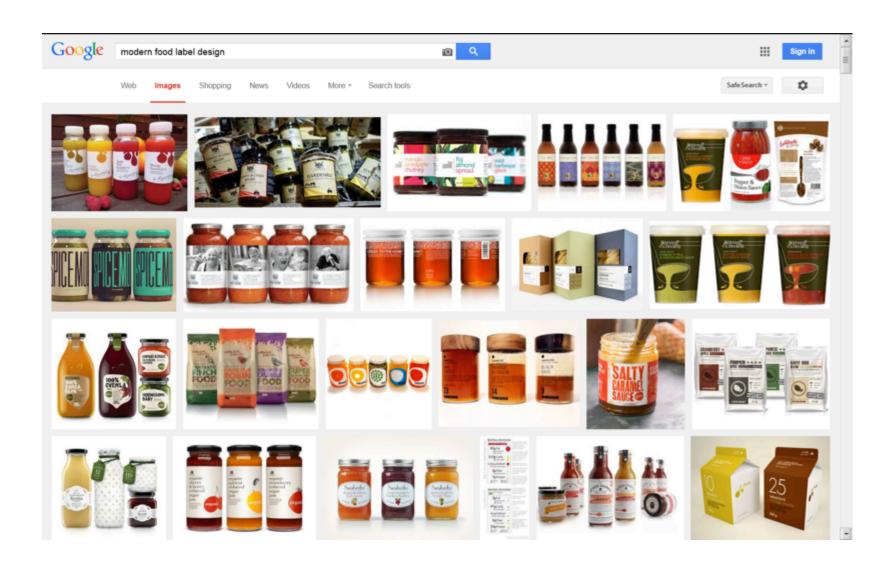
SEARCHABLE CATEGORIES

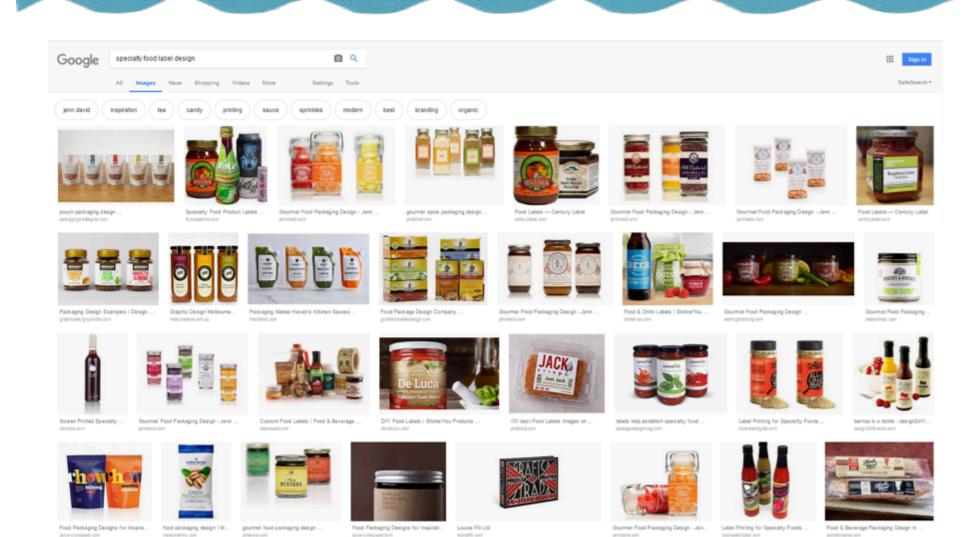


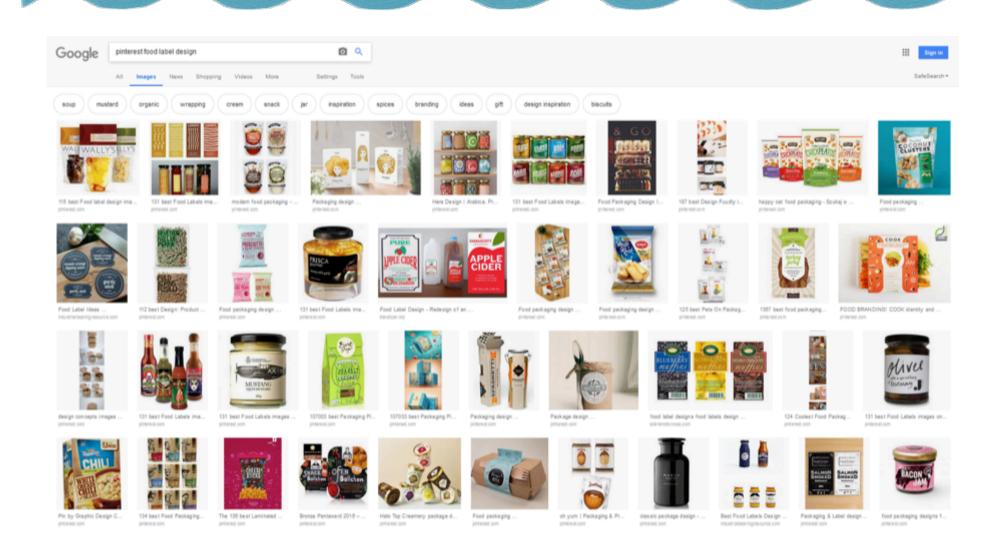
Label Ideas

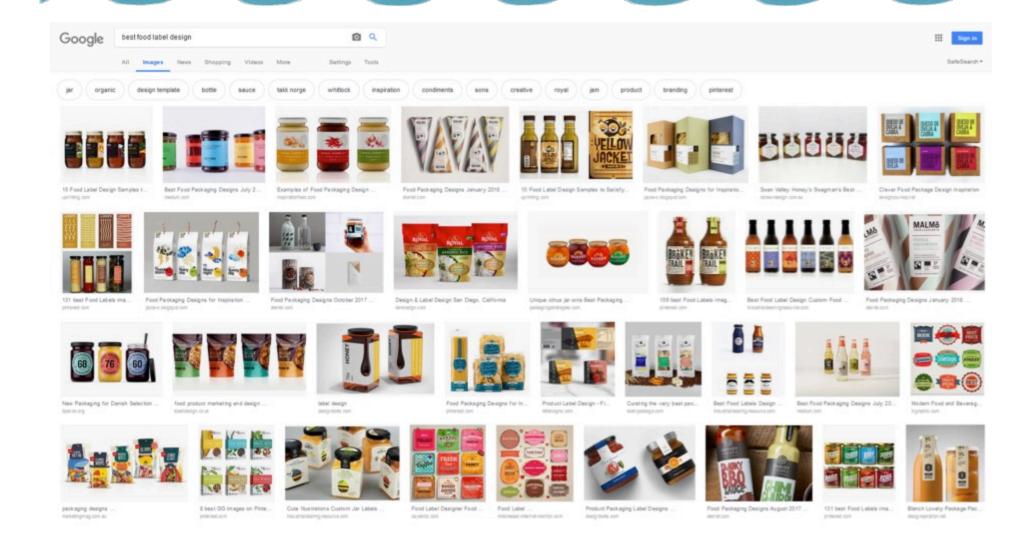
Google Images SEARCH: (Type In)

- modern food label design
- specialty food label design
- pinterest food label design
- best food label design





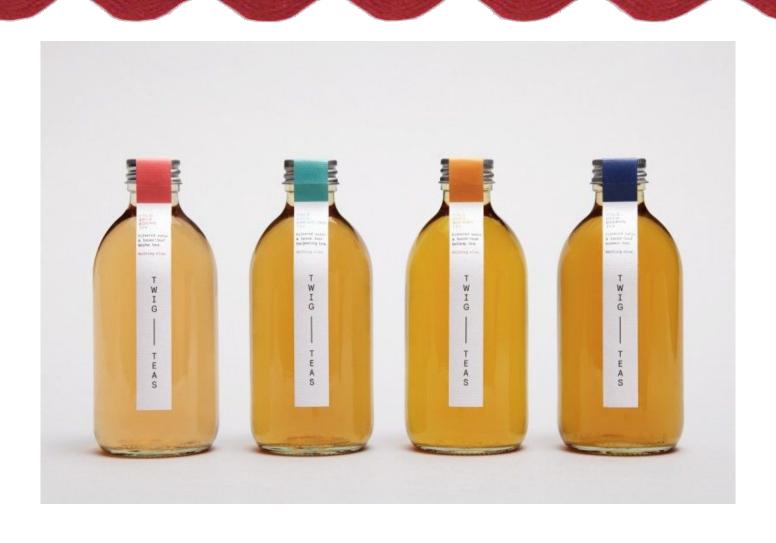




Label Idea: Simple Sells



Label Idea: Simple Sells



PACKAGING INCLUDES RECIPE IDEAS



Simple Recipes InstaPot®, Slow Cooker, Low Carb, etc.

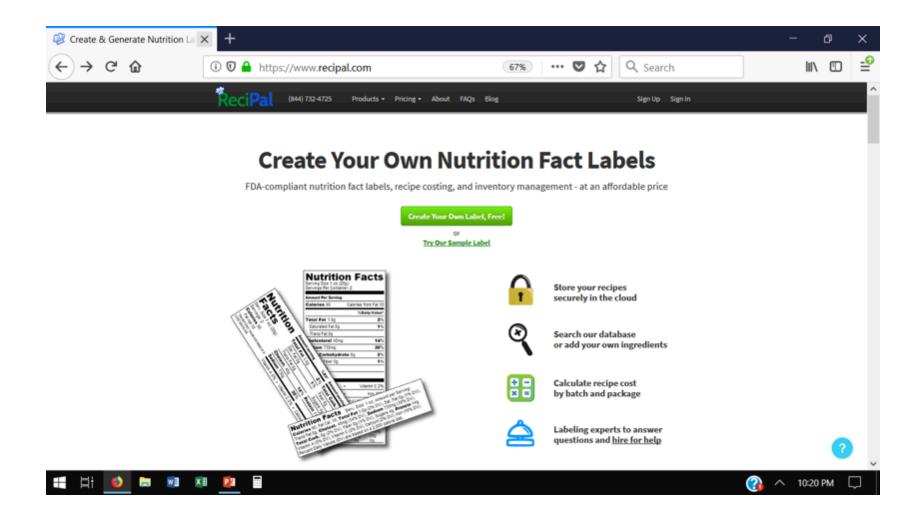


How to Use Pour over ice cream, or cream cheese block, mix in coffee, etc.



How to Embellish Add Hot Sauce, Maple Syrup, etc.

YOU MAY LIKE: WWW.RECIPAL.COM





WHERE DO YOU FIND DATA?

Industry Reports

Nielson Data (Zip Code search)

US Census (within 50 miles of Zip)

INDUSTRY TREND REPORTS



https://restaurant.org

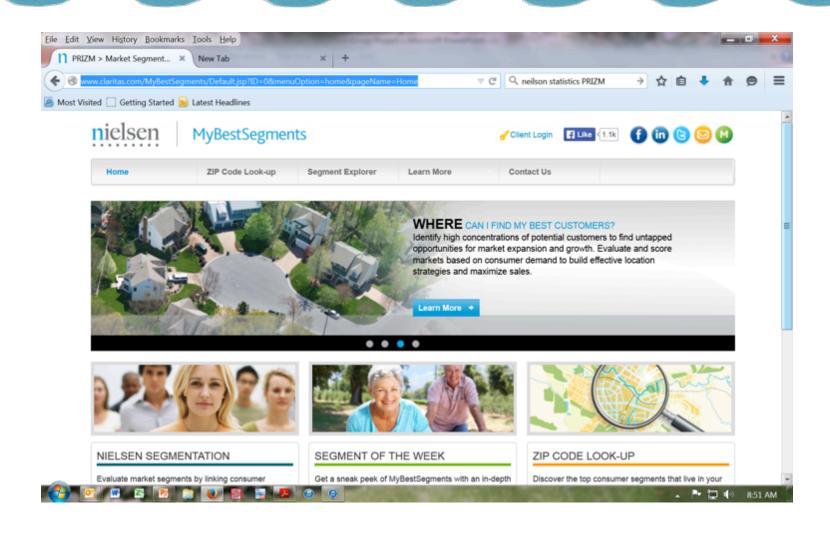


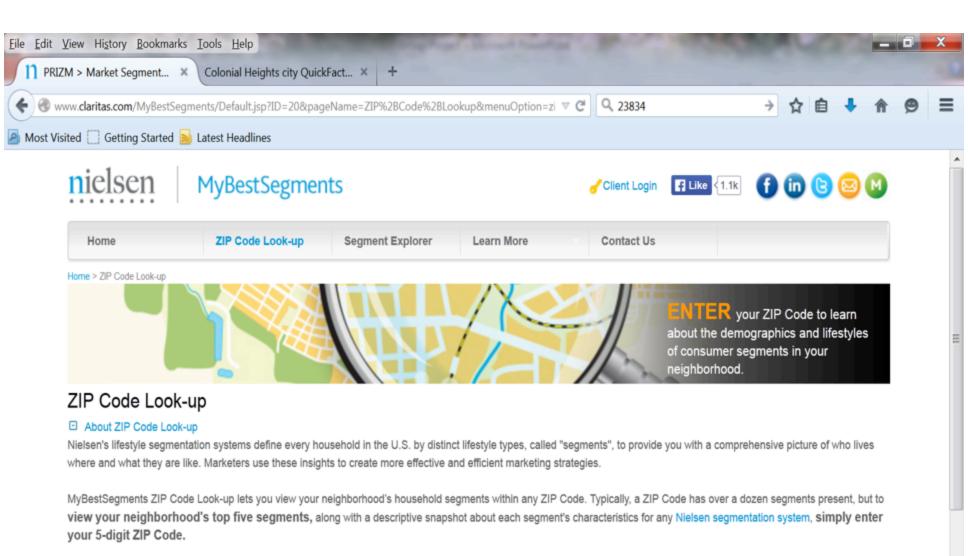
www.specialtyfood.com



www.foodbusinessnews.net

https://claritas360.claritas.com/mybestsegments/#zipLookup





For more lifestyle and behavioral data details about consumer segments in your market, you can subscribe to Nielsen MyBestSegments or call 800.234.5973! Questions about ZIP Code Look-up? Visit Frequently Asked Questions.

Enter 5 digit zipcode: 23834 Enter the security code* :0357 Submit

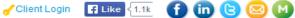






MyBestSegments











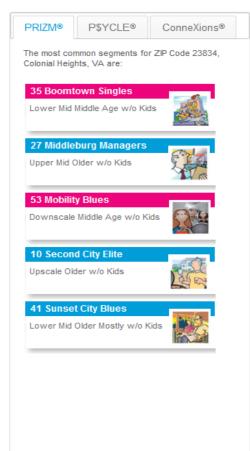


Home ZIP Code Look-up Learn More Contact Us Segment Explorer

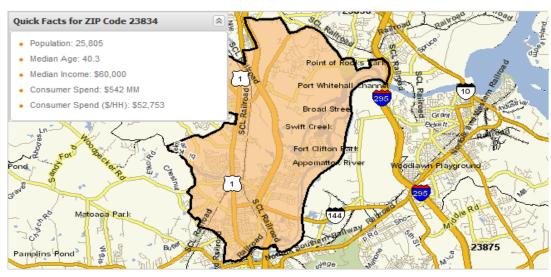
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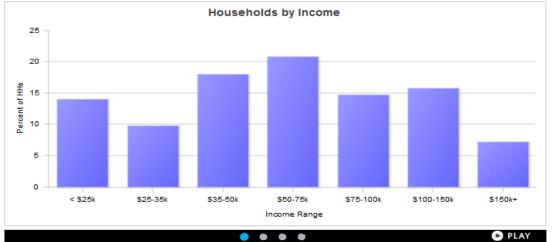
ZIP Code Look-up

Enter 5 digit zipcode: 23834 Enter the security code* Submit →



Click on the segment name for more detail. Please Note: Segments are listed in alphabetical order by segment name. You must log in to view segments in order of their predominant concentration of households within the selected ZIP Code.







MyBestSegments













Home ZIP Code Look-up Segment Explorer

Learn More

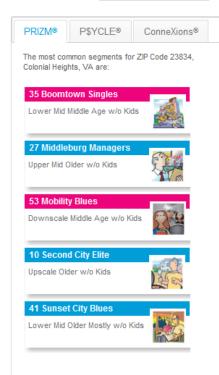
Contact Us

Home > ZIP Code Look-up

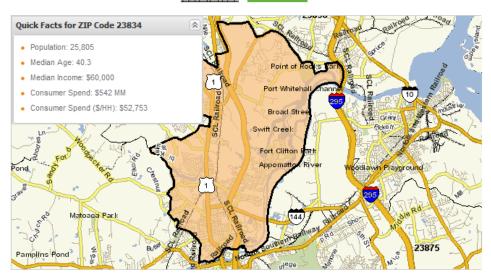
ZIP Code Look-up

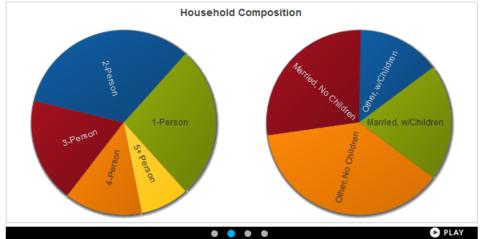
⊕ About ZIP Code Look-up

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MyBestSegments









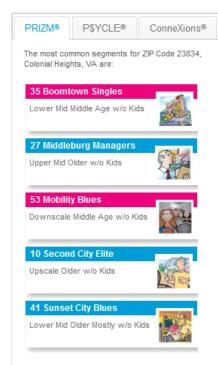


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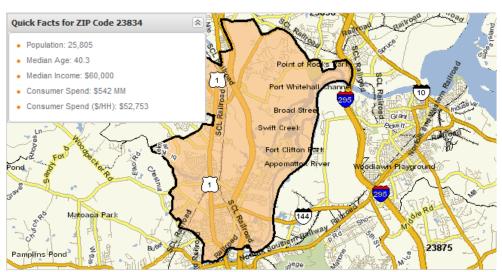
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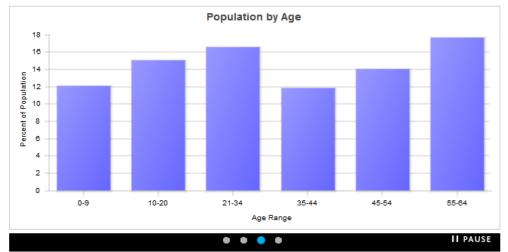
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nielsen MyBestSegments









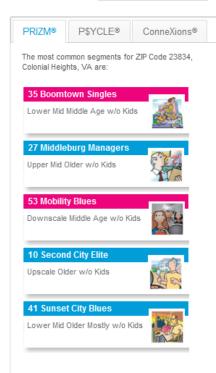


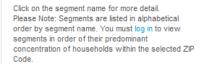


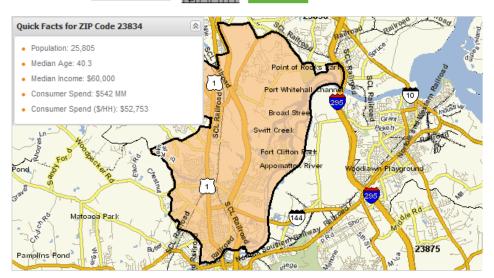
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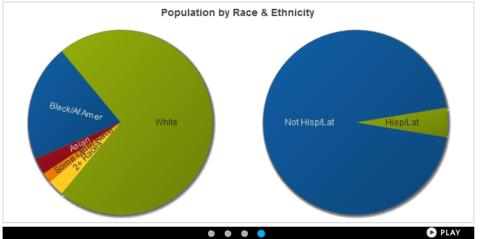
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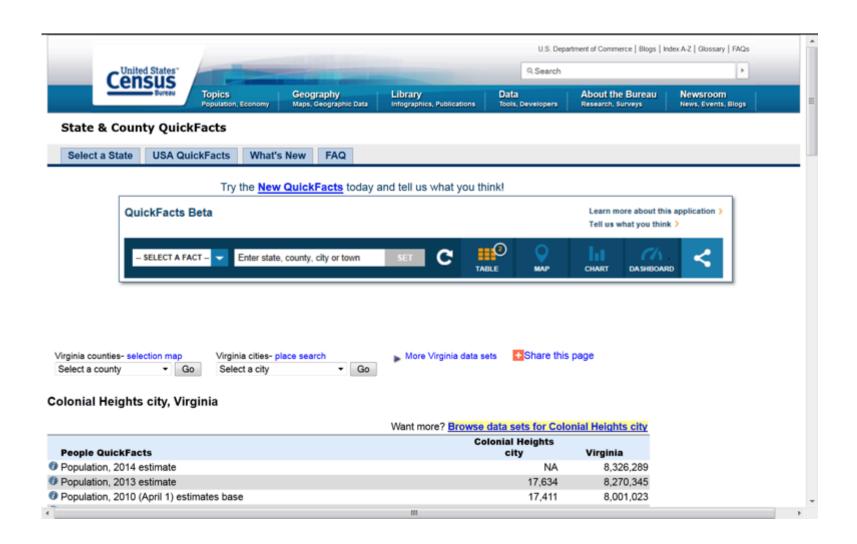








https://www.census.gov/quickfacts



EXPAND MARKET OPPORTUNITIES



Self-List Directories

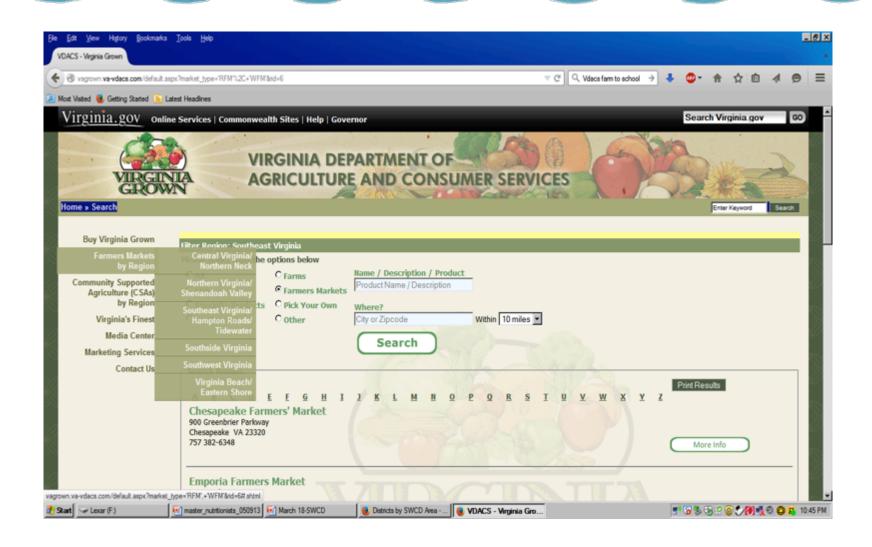


Online Store

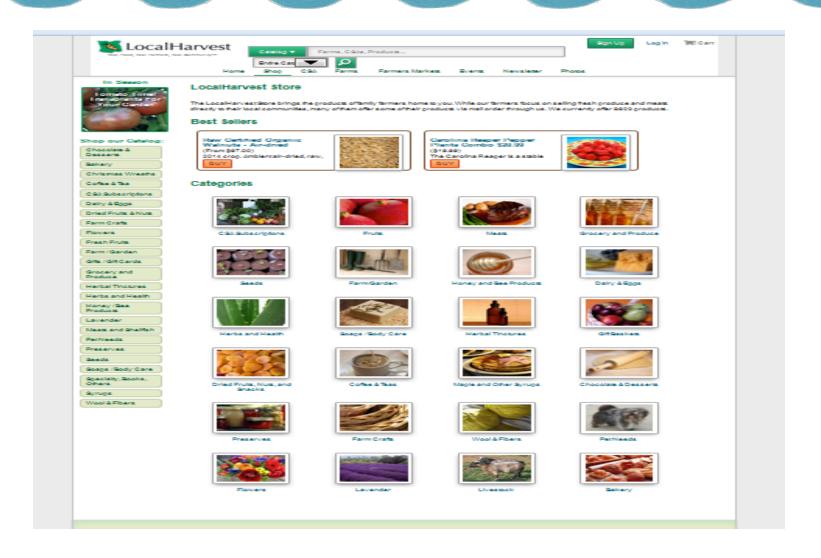


Product Webpage

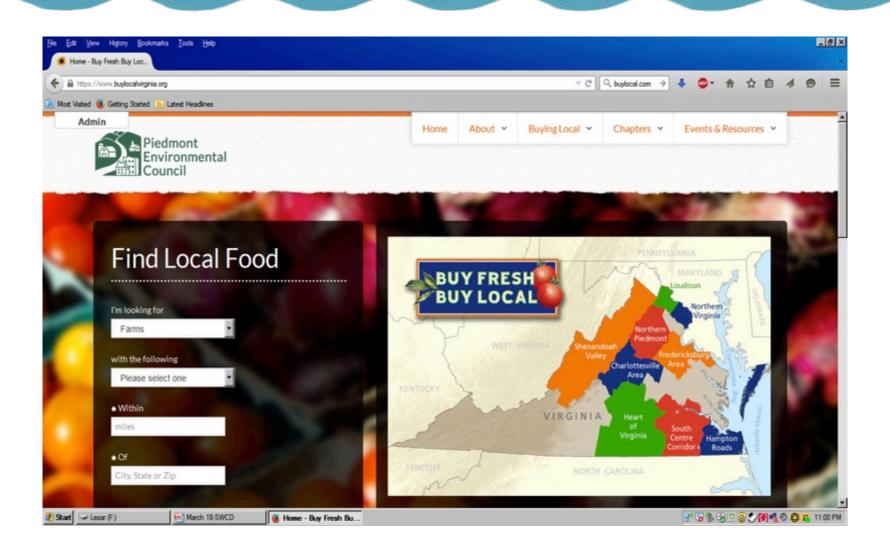
WWW.VDACS.VIRGINIA.GOV/ VAGROWN



WWW.LOCALHARVEST.O RG/STORE/

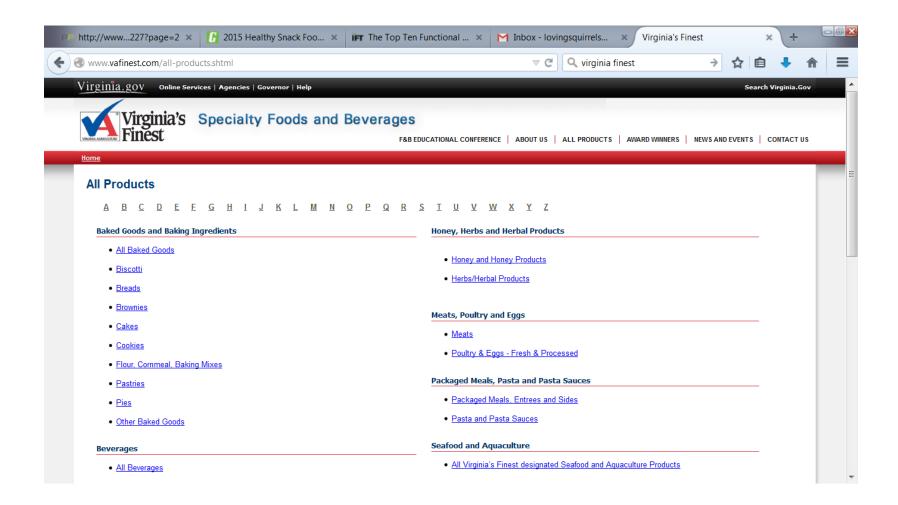


WWW.BUYLOCALVIRGI NIA.ORG



HTTP://VAFINEST.VA-VDACS.COM CHECK

COMPETITION OR PARTNERS



EXPLORE POTENTIAL MARKET OUTLETS

Monthly Subscription Sales

Direct Home Delivery or Mail Order Catalog

Food Hub Sales

Online Sales

Food and Craft Show Vendor

Special Occasion Personalized Favors





SUMMARY WHAT WE COVERED



REFERENCES

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