

The Sourcebook

Forecasting the Future:

Emerging Drivers & Disruptive Forces Shaping Food

MODERATOR: Brittany Lisanti – Tastepoint by IFF



Suzy BadaraccoPresident – Culinary Tides

Suzy Badaracco, President of Culinary Tides, Inc., is a foresight expert with over 20 years of experience in trends intelligence and predictive forecasting. She holds a Bachelor of Science degree in Criminalistics, an Associate degree in Culinary Arts, and a Master of Science degree in Human

Nutrition. Suzy's expertise is further enhanced by her training in military intelligence, Chaos theory, and predictive analysis techniques. Under her leadership, Culinary Tides, Inc. has become a premier consultancy in the food industry, renowned for its ability to accurately predict and profile trends across various domains, including food, beverage, consumer behavior, health, government, and technology. The firm specializes in identifying the birth, origin, trajectory, and longevity of trends, enabling food industry partners to strategically navigate the market. By revealing relevant patterns, Culinary Tides, Inc. empowers clients to develop products that resonate with customers, creating effective entrance, navigation, and exit strategies. Suzy Badaracco's insights and innovative methodologies have established her as a leading figure in foresight and trend forecasting.

3:00 PM - Future-Proofing Your Business: Understanding & Adapting to Emerging Consumer Drivers

The realm of consumer behavior is ever-shifting, presenting both challenges and opportunities for businesses. In the intricate tapestry of the food industry, consumer preferences weave the most compelling trends. This presentation delves deep into deciphering consumer drivers to shape the trajectory of food and beverage trends. By understanding what motivates consumers, we gain insight into the flavors, experiences, and innovations that will resonate tomorrow. This session utilizes consumer insights as a roadmap to navigate the evolving landscape of food and beverage. Focusing on the power of foresight, we predict and understand unexpected shifts in consumer patterns, ensuring businesses stay agile and relevant. Dive into the intricacies of consumer patterns, decode the underlying factors driving unexpected shifts, and translate these insights into actionable strategies. Delve into the psychology of flavors to understand how emotional connections with tastes influence consumer preferences and forecast upcoming trends. Finally, assess the impact of cultural shifts on consumer behaviors, exploring how societal changes, technological advancements, and global events trigger unexpected consumer responses.

Objectives:

- Learn how to use consumer insights as a strategic roadmap to navigate the-changing landscape of food and beverage trends
- Gain foresight into predicting and understanding unexpected shifts in consumer patterns
- Delve into the psychology of flavors and understand how emotional connections influence consumer preferences

3:45 PM - The Ozempic Revolution: How Obesity Drugs are Redefining Consumer Food Behaviors

Anti-obesity medications like Ozempic, Wegovy, and Zepbound are transforming patient lives and reshaping our approach to obesity. As these medications become more widely used, their influence is extending beyond the medical community, significantly altering consumer food purchasing behaviors across various sectors, from retail to food service. This presentation will explain how these medications work and explore their impact on consumer food preferences, from snacking to dining out. The presentation will analyze the impact of these behavioral changes on the food industry, highlighting how they are driving product development, menu design, and marketing strategies. A balanced perspective will be provided by reviewing clinical health research, which will outline the potential risks and long-term effects of these medications. Attendees will gain valuable insights into how these trends are shaping the future of food and learn strategies to adapt to this evolving landscape.

Objectives:

- Gain a clear understanding of how anti-obesity medications like Ozempic, Wegovy, and Zepbound work
- Identify and analyze the changes in consumer food choices and purchasing behaviors influenced by the use of antiobesity medications
- Equip participants with actionable insights and strategies to navigate the emerging trends driven by the use of antiobesity medications

EXHIBITOR LISTING

Accurate Ingredients / Ingredient Resources #139 Keith Kolkka - kkolkka@acing.net Tel: 516-496-2500
Accurate Ingredients and Ingredient Resources provide our valued food and flavor manufacturing partners with the highest quality third party certified ingredients they need to assist in the development of superior high impact finished products.
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The expending newfolio of netural encicles increasions from Drives offers almost unlimited entires to

The expanding portfolio of natural, specialty ingredients from Briess offers almost unlimited options to help you to put a better label on the table. Briess ingredients are minimally, specially processed to maintain the natural integrity of the raw grain or starch, while developing flavor, color and function. Don't sacrifice flavor, color or function for a clean label.

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Commercial Creamery Co., founded in 1908 and based in Jerome, Idaho, is a family-owned specialist in spray-dried cheese and dairy powders, snack seasonings, and dairy flavor concentrates. Operating from a more than 100,000-sq-ft facility, we turn cheese and other dairy into versatile powders for snacks, sauces, dips, baked goods, pet foods, and more The Magic Valley location taps into abundant local milk supply and benefits from steady growth—expanding with new spray-dryer buildings since 2014. We serve clients across the U.S. and export to 30+ countries with a focus on quality, consistency, and thoughtful service!

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Simply Good Ingredients #137 Michelle Yildiz - michelle@simplygoodingredients.com
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The coming together of iconic legacy flavor companies, backed by the power of IFF, is the distinctive foundation on which Tastepoint's success was built. Today, we're one company, fueled by passion and

foundation on which Tastepoint's success was built. Today, we're one company, fueled by passion and enhanced by the technology and insights of IFF. We're better because we're small enough to care and big enough to make it happen. Our purpose is to be the spark that advances our customers. Together, we'll create a fresh take on taste.

Tentamus North America #123
Kathleen Kiernan - Kathleen.Kiernan@tentamus.com
Tel: 540-684-9211

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