

RESTAURANT ASSOCIATES



Eat, drink & feel well.

Capitalise on evolving health & wellness trends.

with Stephanie Robertson

Food Trends

Plant-based & plant-forward 30/70

Gut health & seeds

Calorie labelling

Organic, natural & local

A close-up, slightly angled view of a nutrition label. The label is white with black text and a black border. It lists various nutritional components and their amounts per serving, along with percentages of daily values. The visible text includes:

Amount Per Serving	Calorie	% Daily Value
Calories 310		
Total Fat 7 g		20%
Saturated Fat 4 g		
Trans Fat 0 g		
Polyunsaturated Fat 1 g		
Monounsaturated Fat 0g		
Cholesterol 15 mg		
Sodium 430 mg		
Total Carbohydrate 90 mg		

Drink Trends

No & low alcohol

Lower calorie & sugar

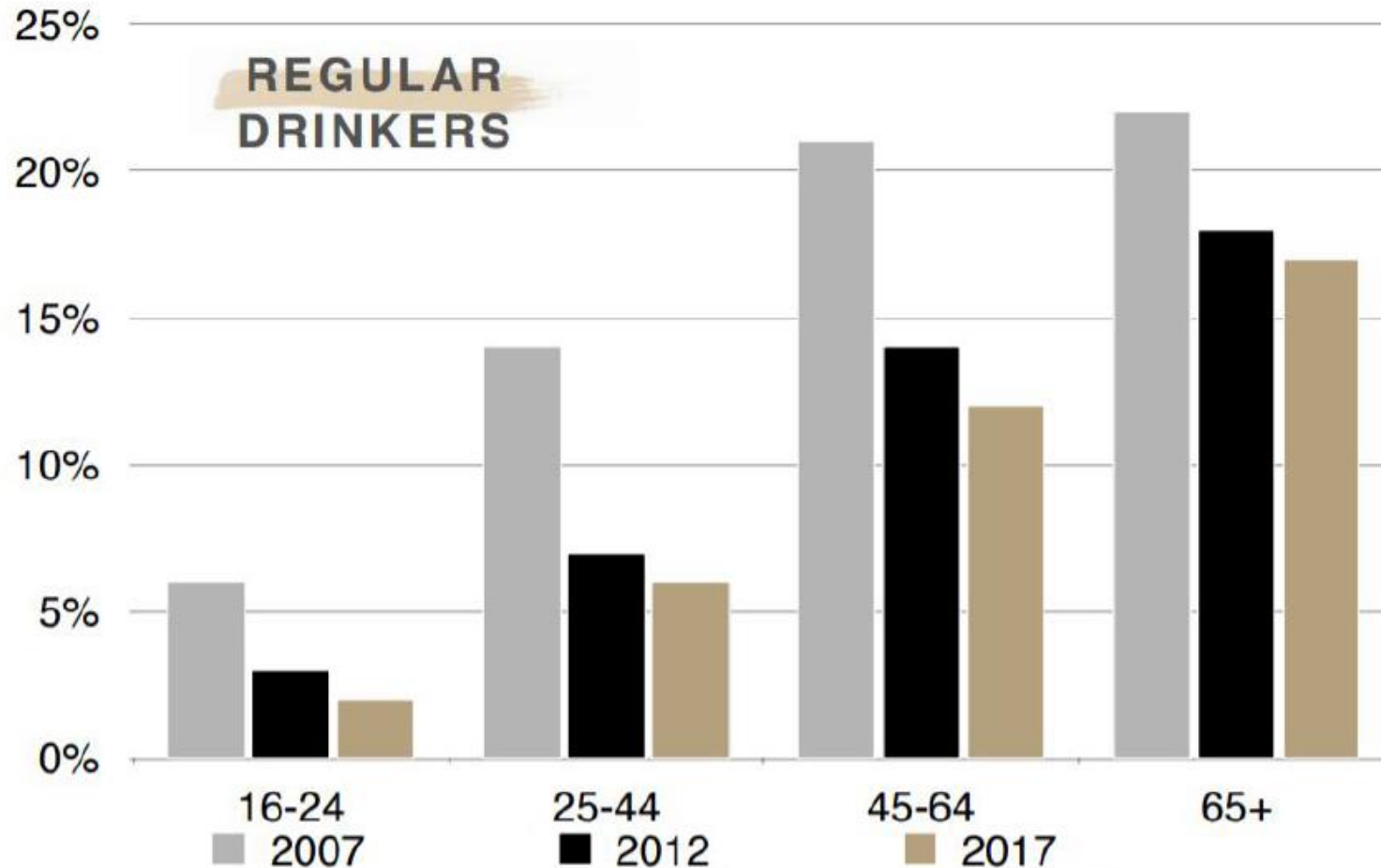
Drinking habits changing

Wellness & sustainability messaging

Social pressures



Drinking Habits Changing



Those that drink at least 5 days per week (Office for National Statistics)



Market data:

Top 10 markets: all are showing growth rates 21-25 (compound annual growth rate).

UK
France
Australia
South Africa
Canada

US
Germany
Spain
Japan
Brazil



Reasons to purchase no & low in the UK:

Health impacts 65%

Avoiding impacts of alcohol 66%

Drink quality 47%

Abstaining from alcohol 17%

Peer perception 10%

Price 27%



Food and drink beyond fuel:

Explore the impact of wellbeing and increasingly holistic approaches to health to design products that fulfil both physical and mental health



Story telling:

Boosting sales through product knowledge

Team briefings

Telling the story



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Q&A

