

PLANT-BASED FOOD

Mindful eating/Veganism/Clean eating/Naturalness/Healthy food/Food « on the go »

Ready-to-drink coffee



ALPRO CAFFÈ Plant-based drink

This Alpro ready-to-drink chilled coffee hit the meal shelves in the UK first and then in Germany, Austria and Luxembourg.

The brand joins the vegan-friendly brands Califia Farms and Jimmy's Iced Coffee on the UK market.

Launch in Germany, Austria and Luxembourg in March 2019.

Desserts



GÂTO Puddings with vegan ingredients

Gato & Co has recently unveiled a new plant-based, gluten-free and dairy-free puds range . The new vegan puddings come in three flavours . They contain almond milk, courgette in place of butter and also aquafaba and chickpea in place of eggs.

Launch in the UK in January 2019.

For the first time ever, Gü has also launched vegan and gluten-free puddings in the UK in March 2019. The « Gü Fabulously Free From » range comes in three flavours.

Chocolate bar



KATJES vegan chocolate bar

Brand stretching for the German sugar confectionary company KATJES . The firm has launched the first ever vegan chocolate bar containing oat milk instead of cow milk. The 50g chocolate bars which come in two flavours (milk and hazelnuts) are free from animal ingredients. The cocoa is UTZ certified and the milk oat is organic.

Expected launch in Germany in May 2019.

Did you know?

In 2018, the UK became the world leader in vegan food launches after a domination by Germany for years (according to figures from Mintel).

GRAB-AND-GO OCCASIONS

Convenience food/On-the-go consumers and innovations/Snacking/Health and wellness trend/Vegan/«All in one» products



Breakfast Grab-and-go cereals

BREAKFAST TO GO by Nestle

Nestle launched « Breakfast to go » range, a new on-the-go breakfast option. Containing a pot of cereal, milk and spoon, Breakfast to Go is designed to offer a convenient way to eat breakfast. The product meets the growing trend of out-of-home breakfasts in the UK.

With no doubt, it is the first « on-the-go breakfast » ever seen since you can bring it with you everywhere and consume it anytime.

Launch in August 2018.



JOY BOWL by Kellogg's

Kellogg's targets Millennials with Joy BOL, an all-in-one fruit smoothie with a mix of cereals, grains, nuts and fruit. You only have to add water or milk, stir and enjoy!

« Bring Joy back to Breakfast » !

Launch in August 2018.



Lunch Quick snacks

BOL Veg pot

The Sicilian caponata pasta veg pot is the latest launch of the UK vegan grocery brand BOL. The product is 100% plant-based, low in salt and sugar. It provides 2 of your 5-a-day needs.

Perfect for your all on-the-go meals!

Launch in November 2018.



PREP Co healthy pot snack range

Unilever launched a instant hot pot snack range, Prep Co. The company targets healthy lunchers looking for world food flavours (recipes from the Mediterranean, Mexico and South East Asia). Prep Co pots are made with natural ingredients and provide one of the recommended « five a day » fruits and vegetables. The products can be enjoyed on-the-go or/and at-the-desk.

In France, « Mon Veggie pot » is very similar to this range.

Launch in August 2018.



Grab-and-go convenient products perfect for all occasions.

CLEAN-LABEL

Eating well/Health and naturalness/Transparency/Food labels and ingredients

Chocolate



LITTLE SECRETS Chocolate

No artificial colors or flavours for this chocolate pieces containing only Fair Trade ingredients.

Launch in 2018.

Desserts



ARLA BIO NUR Yogurt

With no added sugar and no artificial flavours, the Bio Nur Arla yogurt contains only two ingredients: organic yogurt (75%) and organic fruit (25%).

Launch in November 2018.

Frozen food



ELLA'S KITCHEN Muffins

Baby food Ella's Kitchen brand launched for the first time a frozen food range which includes cheese & courgette muffins. The products contain only organic ingredients and are with no added sugar and artificial flavours.

Launch in September 2018.

Scan food labels apps (decoding food label ingredients): a world phenomenon



France/Belgium



Germany



Great-Britain



Sweden



Canada and the USA



USA

DISCOVERY OF NEW & UNCONVENTIONAL FLAVOURS

Adventurous consumers looking for new tasting experiences/ New flavours/ Surprise effect/Visual aspect

Taste



HEINZ CADBURY Creme Egg flavoured Mayonnaise

This is probably one of the most unconventional collaboration but it is real. Heinz and Cadbury launched in April (it is not an April Fool) a mayonnaise containing pieces of chocolate (Cadbury Creme Egg).

Launch in the UK in April 2019.

CEDAR'S dark chocolate hummus

Have you ever heard about sweet chickpea dips? These products are designed to be eaten as a dessert. Even if the products are not common in France, they are successful in other countries such as in the USA (with brands such as « Delighted By » known as the inventors of « dessert-hummus » but also Lantana), in the UK (Hou brand) and in the Netherlands (Albert Heijn brand).

Launch in several countries.



Visual aspect

HERSHEY'S Glow in the dark

For Halloween, the chocolate brands Hershey's, Reese's and Kit Kat launched special wrappers that light up in the dark. Amazing!
Launch in the USA in 2018.



BAUTZ'NER Ketchup glitter

Develey Senf & Feinkost launched a vegan and gluten-free ketchup made with beetroot juice and edible glitter pieces. innové sur le marché des condiments en lançant du ketchup avec de petits morceaux brillants.

Launch in Germany in 2018.

For adventurous consumers who want to discover « new flavours» and « unconventional products ».