



How do we predict what is to come? One source is the 500-plus emerging natural food brands that contact Fresca each year. They provide us with a pulse on what's happening at a grass roots level.

Our team also logs many miles attending industry trade shows and events, scanning retail shelves across the country, combing through industry data and research reports, and speaking with food industry investors and analysts.

5 Packaged Food Trends For The Next 5 Years

December, 2012 - Every year at this time, forecasters love to tell us what trends to expect the year ahead. While we enjoy reading these predictions just as much as anyone, we prefer to understand what people will be eating in the next five years.

It's an important question for Fresca Foods because we invest in and manufacture emerging brands of natural and organic packaged food products. Our success depends upon the ability to accurately identify long term trends in consumer eating habits and partner with brands that embody those trends. To date, over 90% of the brands we have partnered with have gone from niche to national.

Here are the five key trends that we at Fresca believe will drive packaged food trends in the next five years:

1. Snacking Our Way Healthy

The biggest trend is the shift in how and when Americans eat throughout the day. We are spending more dollars and consuming more pounds of snack foods than ever before. According to The NPD Group, more than half of us are snacking 2-3 times a day, up

from 20% just 3 years ago. As we eat more frequent, smaller meals, Fresca believes consumers will increasingly depend on snack foods as a source of nutrition as well as hunger satisfaction. As evidence of this trend, 7 out of 10 new snack foods launched this year make a health claim, such as "all natural," "gluten free," or "whole grain."





2. If You Can't Pronounce It, Don't Eat It

Clean food labels are becoming increasingly more important. The local and organic movements were just a beginning. Consumers are demanding more transparency for what is in their food and how it is made. More pressure will be placed on producers to make more wholesome, less processed foods. We anticipate that the non-GMO discussion will gain widespread momentum over the next several years. Examples of brands that are taking the lead with clean, simple ingredients include Larabar energy bars, Love Grown Foods granola, and 34 Degrees crackers.

3. Convenience, convenience, convenience

More and more of our meals and eating occasions are happening away from home. In the real estate industry, it is said that 'location is everything.' In the packaged food industry this is also now the case. Brands that offer portable, convenient, resealable or single serve packaging formats will have a leg up. As an example of this trend, Justin's Nut Butter has virtually reinvented the nut

butter category and accelerated its own growth by cleverly packaging almond and peanut butters in single serve squeeze packs that can be easily enjoyed anywhere.

4. Protein Isn't Just for Athletes Anymore

Protein is a macronutrient that our bodies need in relatively large amounts. It is an important building block of bones, muscles, cartilage, skin, and blood. It also creates sustained energy and a feeling of fullness. Protein will be one of the most sought after nutrients in snack foods and meals. In particular, consumers will desire "cleaner" forms of protein such as nuts, seeds, legumes, and yogurt. The explosion of high protein Greek yogurt brands such as Chobani in the past two years

is an example of this growing trend.

5. What's Ancient is New Again

Ancient grains and seeds will increasingly appear in mainstream products such as granola, cereals, crackers and breads. Quinoa, flax, and chia, among others, are packed with protein, fiber omega-3 fatty acids and antioxidants. While ancient grains and seeds have been popular amongst health-conscious consumers for years, they are breaking into the mainstream due to their high nutrient content and versatility. Brands such as Food Should Taste Good, Mary's Gone Crackers, and Udi's are leading the crossover of these previously obscure ingredients into more conventional products.

About Fresca Foods, Inc.

Founded in 1992, Fresca is a leading natural and organic foods company based in Colorado. Fresca has two lines of business: a manufacturing division that manages and finances the supply chain of late stage leading natural food companies, and Fresca Brands which invests in, acquires and operates emerging food brands. Fresca employs over 250 employees and has experienced 45%+ growth each of the last nine years. The company consistently achieves the highest levels of quality validation in the industry, and all of Fresca's facilities are 100% wind powered. Fresca is a long-time supporter of the Emergency Family Assistance Association, Community Food Share, the Women's Health Foundation, and the Naturally Boulder Task Force.

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