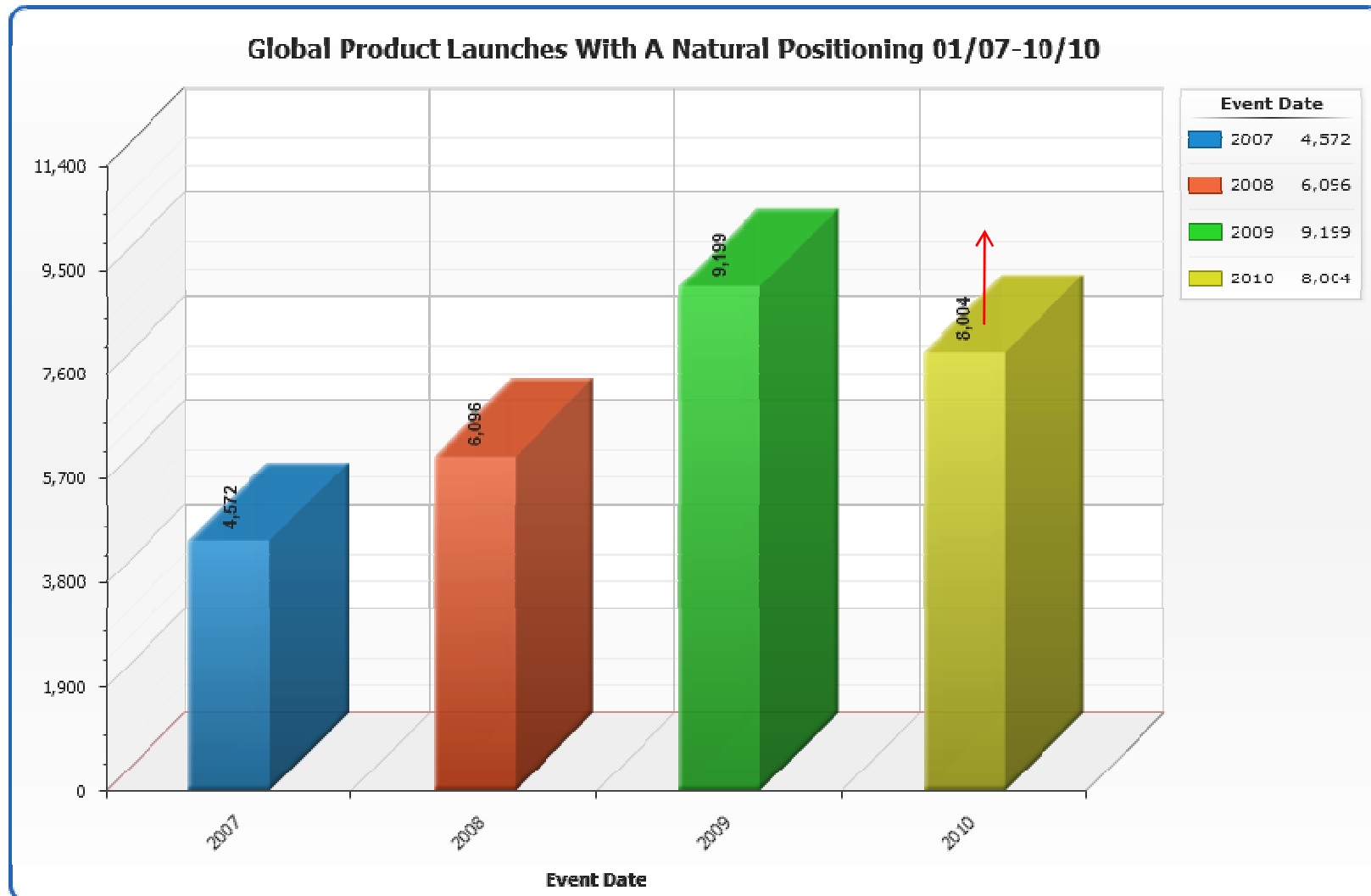


# Going Natural with Superfruits and Super Vegetables

December 2010  
Innova Market Insights

# Natural Trend Still A Dominant Force



# Natural Ingredients: prime real estate FOP



INNOVA MARKET INSIGHTS

## Color Marketing For Health

- **Red-> Lycopene**  
-tomatoes, red peppers, watermelon, pink grapefruit
- **Purple-> Anthocyanins**  
-grapes, blueberries, prunes
- **Green-> Lutein & Folate**  
-spinach, broccoli, brussels sprouts, collard greens, bok choy
- **Orange-> Beta carotenes**  
-carrots, pumpkin, mango, orange
- **White-> Anthoxanthins & Allicin**  
-cauliflower, mushrooms, banana & onions

No mention of antioxidants



*New Zealand: Wattie's **Super-Greens** Peas, Broccoli, and Spinach. Rich in dietary fiber. **Good source of folate. A good source of vitamin C.** This mix includes broccoli florets and stalks **as both provide high levels of important nutrients.** Wattie's Super-Greens **will add color and goodness to any meal.***

## Beta-Carotene Bonus

- Front of pack claims to win over consumers.



Italy: Bonduelle Verdure per Insalata Russa: Vegetables for Russian Salad. **Source of beta carotene and fiber.**

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USA: Ore-Ida Sweet Potato Fries. When it comes to making the perfect sweet potato fry, it's the crispy that counts. This new Ore-Ida Sweet Potato Fries are specially prepared so they're fluffy on the inside, with the famous crispiness on the outside. **Excellent source of beta carotene.**

# Packed Vegetables Now With Claims



USA: Eating Right Uniting Flavor & Nutrition Baby Spinach. **With 4,000mcg of lutein per serving. Excellent source of 3 vitamins.** Contains 110% DV vitamin A per serving and 510% DV vitamin K per serving.

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South Africa: Woolworths Tenderstem Broccoli. Tenderstem broccoli in a plastic bag. **Succulent and tender Tenderstem is regarded as one of the worlds "super vegetables". Exclusive to Woolworths.**

# Pure Focus From Bonduelle



Netherlands: Bonduelle Pure trio van roosjes - Frozen cauliflower, broccoli and romanesco. **Pure, natural, fresh and crunchy vegetables.** Directly frozen packed after harvesting. **Rich in fibers for healthy digestion. Rich in vitamin C for immune system.**

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Probeer GRATIS!

IN 5 MIN. OP JE BORD

DIRECT NA OOGST INGEVROREN

BEHOUD VAN VITAMINEN EN MINERALEN

Ontdek de verrassende variëteiten Bonduelle Pure in het vriesvak!

Probeer gratis! 100% aankoopbedrag retour

Probeer GRATIS: 100% terugbetaald

Actievoorwaarden:  
 • Vul de coupon volledig in en slaaf de coupon samen met de originele verpakking van Bonduelle Pure aan te nemen naar Bonduelle Pure actie.  
 • Actievoorwaarden T t/m 30 april 2010.  
 • Dit voor 500 actievoorwaarden of meer informatie naar [www.bonduelle.nl](http://www.bonduelle.nl)

Naam: \_\_\_\_\_  
 Straat + huisnummer: \_\_\_\_\_  
 Postcode + wijkplaats: \_\_\_\_\_  
 Bank / Giro rek: \_\_\_\_\_  
 Heeft u Bonduelle Pure al eerder gekocht?  ja  nee  
 ja, informeer mij over acties en aanbiedingen van Bonduelle.  
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## Reminding Consumers Of The Benefits Of Fruit



USA: Dole Fruit Crisp Pineapple Mango with Crunchy Oat Topping. **All natural fruit, rich in Vitamin C. Made with whole grain oats, the juicy-crunchy sweet snack you can feel good about.**

INNOVA MARKET INSIGHTS



USA: Florida's Natural Healthy Treats Au'some Sticks. **Made from American Grown Fruits. High content of juices and fruits. All natural flavors. Excellent source of vitamin C. No trans fat. No artificial colors, no preservative. Made with 68% fruit ingredients.**

## Vegetable Flavors Come To The Fore

- Vegetables are being incorporated into products where possible for flavor and health benefits.



Malaysia: Munchy's Lexus The Vegetable Calcium Cracker.

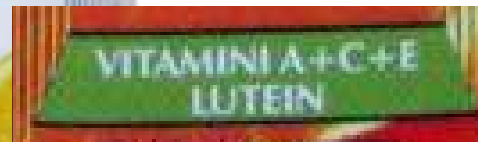


USA: Dare Petit Breton Minis Garden Vegetable Bite-Sized Crackers. Breton Minis Snack Crackers are perfectly bite sized so the whole family will enjoy the wholesome natural tastes. **Baked with wheat germ and real vegetables.** Source of iron and thiamine. No artificial colors or flavors.

## Juice With Inherent Health Benefits



*Thailand: Osar i-Healti Red Grape Juice with Gac Fruit. High in vitamins A and C. Contains lycopene (14.380mcg/100ml) and beta-carotene (1.070mcg/100ml). No preservatives. No granulated sugar added. Single shot.*  
**INNOVA MARKET INSIGHTS**



*Macedonia: Vindi Vital Orange, Carrot, and Lemon Fruit Juice with Added Vitamins A, C, & E. Enriched with lutein. Contains milk. Added with vitamins C, E and and provitamin A. For healthy eyes. Contains 30% fruit juice.*



*USA: Evolution Juiced Fruit Watermelon Juice. Cold pressed light and sweet fresh watermelon juice that is an excellent source of vitamin A and vitamin C. All natural. Watermelon juice is rich in lycopene antioxidants. Excellent source of vitamin A and vitamin C. 100% juice.*

# Communicating Natural Antioxidants



Claim: With natural antioxidants lutein & vitamin A to help support healthy eyesight.



Natural antioxidants with anthocyanins & Vitamin C

# All Health Catered For With Antioxidants



USA: Trader Joe's Radiant Water: Blueberry Pomegranate Flavor. Enhanced with biotin and antioxidant (vitamins A, C, and E) that support healthy skin, hair, and nails.



USA: Kind Plus Dark Chocolate Cherry Cashew + Antioxidants Bar. **Dark Chocolate Cherry Cashew** combines the immunity boosting antioxidant power of rich dark chocolate, cranberries and cherries with deliciously crunchable cashews and almonds. This is a decadent way to get 50% recommended Daily Value of vitamins A, C, and E.



Guatemala: Langers All Pomegranate Juice Drink from Concentrate. With powerful antioxidants. **Antioxidants** have shown to help prevent heart disease and cancer, and to slow changes that occur with normal aging. Contains 595mg polyphenol antioxidants per 8oz serving.

# Insights

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- **Natural trend** is still a dominant influence for marketing
  - Natural goodness, pure, simple, real, excellent source...
- Capitalizing on **Color**
  - Associating colors of fruit & veg with health benefits
- Incorporating **Vegetables**
  - Vegetables are increasingly being used for snacks and used in product formulations which has greater health appeal
- **Inherent Benefits** Communication
  - More fruit & veg products are promoting their inherent health benefits
- **Antioxidants** Claims Still Going Strong – but you don't have to say antioxidant
  - Superfruits have led the way, but other fruits & veg are on the bandwagon. New fruit discoveries may come to fruition, eg baobab.