

Tomorrow's taste

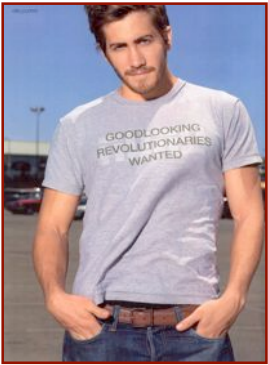
A AMMERLAAN Taste & Trends **FDIN breakthrough seminar**
Birmingham, July 16, 2008

The Future is in the Past

With *knowledge of the past* is the *insight into the future* many times easier.

New consumer
Culturalcreatives
(Paul Ray)

- Well educated
- Enough of hyper-consumption
- Simplification of life in general
- (Want) to buy (eat) what they need
- The extraordinary in the ordinary
- Tired of choice

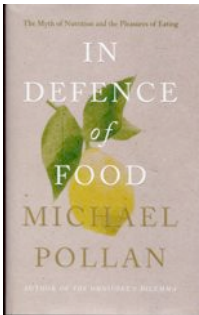


The cultural creative =

trendsetter of the lifestyle of *Authenticity*.

(authenticity as honest, real & character)

All other trends, including Health, Sustainability & Convenience will all be reflected by **Authenticity**



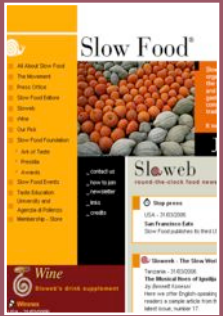
Fresh Food = real food

**For all new flavours
Fresh is the reference**

Authenticity

Slow food values

- Right to fundamental pleasure of food
- Strong connection between plate & planet
- Good, clean & fair food
- Consumer = co-producer



Authenticity


- Authentic taste & production with the help of modern technology
- The goal: the best tasting sustainable product
- State of the art sustainable greenhouse technology for extension of seasons & growing regions
- Redefinition of local product
- Extraordinary in the ordinary
- Unknown in the known



Authenticity

- First impression = visual
new taste = eating with all the senses..
- Physical as well as physiological
(environment, local, fair trade etc.)
- The strength is in the product
(the beauty of imperfection)
- The taste is in the product
(the strenght of of design)

Visual recognizing is easier than names



Authenticity

SEASON

Revival of canned, dried & preserved summer produce = PREMIUMISATION

- better quality, by variety etc..

Flavours of preparation
Chef's trend



Old values	New values
Nutrients	Real Food
<i>Vitamins, antioxidants etc... as 'sacred'. Isolated from their natural organism</i>	<i>Growing awareness that organisms are the natural carrier of nutrients (fruit, vegetables, meat) and... indispensable for the intake of these nutrients</i>



Health

- **Return of taste as a sense**
- **Sign to brains: enough!**
- **Taste is the weapon in the fight against obesity**



taste of:

Health

Eating & cooking

- **Health = natural**
- **Total focus onvegetables**
- **Intrinsic value of natural products**
- **In 'authentic' production**
- **In what is not in it = 'clean label'**



taste of:
Health
Eating & cooking

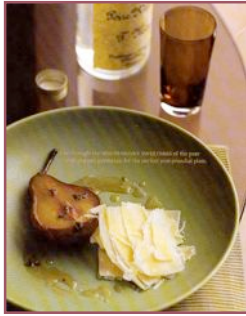
Healthy taste profile

- Clean palate
- Cream free
- Texture of ingredients
- Light & simple aromats, herbs & spices



taste of:
Health

- Intrinsic taste of (humble) ingredients
- Flavors in different varieties
- Prepared as simple as possible
- Flavor of preparation or production → new appliances (Actify by SEB)



Health

Growing importance of natural 'umami' ingredients

= enhancing awareness of flavours

6th taste = sensibility
mild awareness of pain is pleasure



Care

- Healthy weight = eating & cooking with pleasure and attention
- Care & enjoyment unconditional intertwined
- Fresh food has the ultimate health & care appeal
- Putting effort into 'taste' education of children



Care

- 'New Scratch'
- Immaterial values
The personal touch
- Experience
what is food about?

From Microwave

To Oven

bonus: appetiting smell

taste of:

Convenience

- **Maximum of 5-7 ingredients/ components**

- **Real (fresh) flavour makers**
dried, fermented, pastes, marinades etc..

- **Convenient preparation**

From grilling to searing
From cooking to (microwave)steaming

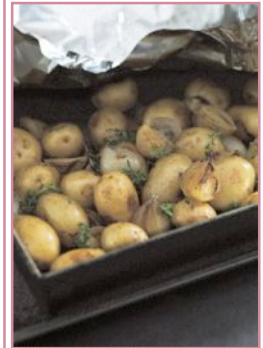


taste of:

Convenience

- **New definition convenience**
= convenience with the implication of care

- * small size heads (one serving) of lettuce instead of packaged leaves
- * no peel potatoes
- * bimbi-style vegetables



Sustainability

- Local above organic
- Support local community = sustainable surrounding

Goal: revival lively (safe) local community

= exploring local foods



Sustainability

- Product has a soul (like men)
new fair trade: care for local producer

Fair price for a fair product = fair taste



Taste THE weapon in the fight against obesity
The taste of humble ingredients
The flavour of the preparation is key
Return of preserved food = high taste profile
Importance of umami in 'simple' dishes
The flavour of care = new definition of convenience
From choice of ingredients to choice of preparation
Fresh flavour makers
Taste of sustainability = taste of local food & fair prices

A CHANGE IN TRENDS IS A CHANCE:
TAKE IT!

A AMMERLAAN
Taste & Trends

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