

# FreeFrom – the new normal

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# Facts & figures

Exciting new figures to come from You Gov, digging into exactly who it is that is buying and eating freefrom food...



- Market for freefrom food forecast to top £530 million in 2016 (Mintel)
- Market for freefrom food forecast to reach £673 million by 2020 (Mintel)

- Over the course of 2015-6 50% of the UK population will buy at least one freefrom food (Kantar World Panel)
- 20% of the UK population now shop in the freefrom section (Harris Interactive for the Grocer)
- 27% of UK population now avoiding some food or other as part of a 'healthy lifestyle' (Mintel)
- 55% of those consuming freefrom food do not have a medical problem but do so from choice (Mintel)

- 39% of those consuming freefrom foods do so because they think they make them ‘feel better’ – **but** 54% of those people would stop doing so if they thought that that food was not actually healthier (Mintel)
- 34% of freefrom shoppers would buy more freefrom products if they were cheaper (Harris Interactive for the Grocer)
- 45% of freefrom shoppers would prefer to buy their ff foods in the main fixtures in a supermarket, not in freefrom aisle (Harris Interactive for the Grocer)

# Where is allergy in this?....

- Although main growth in market is from those choosing to buy freefrom it is still underpinned by growth in allergy, coeliac disease and immune/health conditions which benefit from a restricted diet.
- And that is still growing and does not look like stopping....

# Why?.....

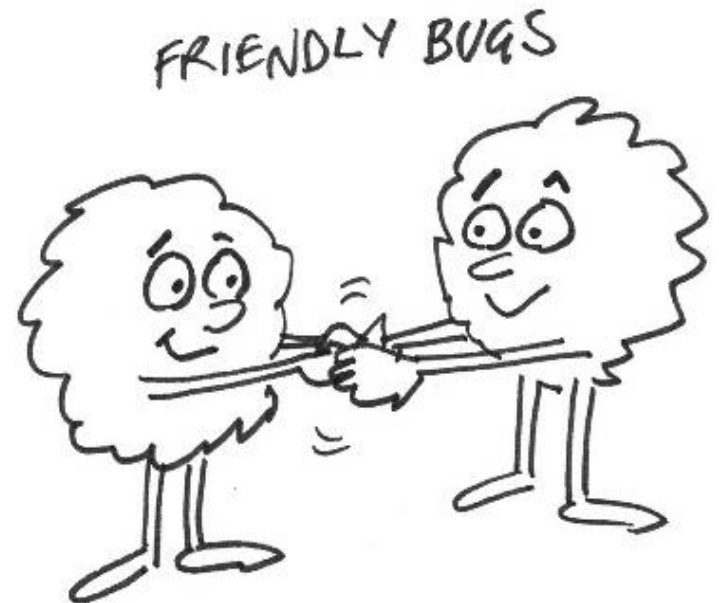
- Poor state of our soil – plummeting nutritional content of soil
- Monocultures
- Overuse of fertilisers and pesticides
- Genetics
- Excessive processing of our food
- Excess use of sugar



- Hugely increased use of chemicals in everyday
- Huge increase in man made electromagnetic radiation
- Massive increase in the number of vaccinations given to our children at ever younger ages from 1980s onwards
- Exclusion of immune balancing parasites from the gut over the last 70-80 years.



- Destruction of all those wonderful friendly bugs in our guts – the human microbiome – by excess use of antibiotics, poor food etc
- Professor Tim Spector will tell all.....





- But while scientists and researchers debate – we have to live with it....



- And the 50% of those who eat ‘freefrom’ because they think it is healthier are certainly pushing the market not only in terms of volume but of NPD



# New products entered into FreeFrom Food Awards 2015/6

- Gluten-free Weetabix
- Basil Pesto Casheese – cashew cheese spread
- All Purpose Pea Protein Cooking Mix
- Cinnamon doughnuts – gluten, milk, egg free
- Gluten & milk free pain au chocolat
- Gluten & milk free focaccia
- Beetroot ketchup



- Gluten and milk free garlic baguettes
- Lentil crisps
- Gluten, dairy and egg free pork pies
- Gluten-free onion rings & scampi
- Gluten, dairy and egg free bagels



- Milk and nut free pesto
- Dairy free cashew nut ice cream and truffles
- Milk free coconut yogurts and chocolate pots

# Naturally freefrom

- Growth in manufacturers using 'naturally' freefrom ingredients



- Growth in manufacturers using 'superfood' freefrom ingredients – SuperSeed Pasta company

# Naturally freefrom in food service



# Freefrom is the new 'trad'

- Dominic and Indigo
- Anna del Conte and FreeFrom all' Italiana



# But could a computer do it?...

- How a super computer is spotting the next FreeFrom trends.
- The electronic sous chef – humans and machines working together.....
- Jeremy Bassinder is going to tell us



# And how are the retailers going to deal with freefrom as the new normal?

- That Grocer survey said '45% of freefrom shoppers would prefer to buy their ff foods in the main fixtures in a supermarket, not in freefrom aisle'.



Claire Nuttall is going to give us the retailer perspective.



# Our foodie panel....

- **John Burke** – coeliac founder of the Irish FreeFrom Food Awards
- **Sue Cane** – coeliac and gluten-free beer expert
- **Ruth Holroyd** – blogger & multi allergy sufferer
- **Catherine Rose** – coeliac & founder of Sweetcheeks
- **Ben Richardson** – coeliac, blogger & founder of the Gluten-Free London Club
- **Cressida Langlands** – milk intolerant coordinator of the Freefrom Food Awards
- **Alexa Baracacia** – journalist and mother of multi-allergic child