

ALIBETOPÍAS

Nuevos territorios en Alimentación y Bebidas

26
10
21

NUEVAS OPORTUNIDADES DE COMERCIALIZACIÓN DESDE LA INNOVACIÓN



The Food Knowledge Company

J Miguel Flavián

@gmetco

Índice.

CAMBIOS

Urbanización
Tecnología
Modas
Restricciones

EVOLUCIÓN DE LA DEMANDA

Salud
Convenience
Conciencia

OPORTUNIDADES DE MERCADO

Food To Go
Vegano
Bienestar Personal
Comercio Justo
Solidaridad
Nuevos ingredientes



Salud.



Salud – Atributos Tradicionales.

Calorías, Proteínas, Fibra, Vitaminas, etc.





Salud – Ayuda.

Información para tomar decisiones en el punto de venta.





Salud – Ayudar a cocinar.

Cambiar los formatos de los productos y las tiendas.





Salud – Presión Externa.

Legislación y presión de otros agentes.



United Kingdom

Britain's Tesco concedes to activist shareholders on health targets

Reuters

News



Dr Oetker unveils non-HFSS frozen pizza brand The Good Baker

2 September 2021

They are all meat-free, non-HFSS and contain 340 - 384 calories per half pizza



Nestlé to slash cereals sugar and salt in non-HFSS reformulation

8 October 2021

By the end of 2021, the fmcg giant says it will have slashed an estimated 59 million teaspoons of sugar from its breakfast cereals

Consultation outcome

Restricting promotions of products high in fat, sugar and salt by location and by price: government response to public consultation

Updated 19 July 2021

Summary of policy

Promotion of HFSS products will be restricted by location and volume price as follows:

Locations restrictions will apply to store entrances, aisle ends and checkouts and their online equivalents (that is, entry pages, landing pages for other food categories, and shopping basket or payment pages).

Volume price restrictions will prohibit retailers from offering promotions such as "buy-one-get-one-free" or "3 for 2" offers on HFSS products.

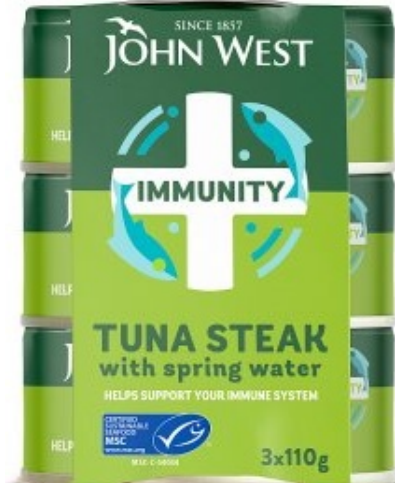
[@gmetco](https://twitter.com/gmetco)





Salud – “Inmunidad”.

“Alimentar” el Sistema Inmunitario.





Salud – Relajarse.

Salud mental y del estado de ánimo.





Salud – Proteína Vegetal.



Conveniencia.



Conveniencia.

Comprar Rápido.



@gmetco





Conveniencia.

Consumir Rápido.





Conveniencia.

Trabajar desde casa.



@gmetco



Conveniencia.

Restaurantes en casa.





Conveniencia.

Salud conveniente.





Conveniencia.

Snacks.



Conciencia

Conciencia – Menos Plástico.



@gmetco





Conciencia – Desperdicio.

Nuevos productos para no tirar nada.



@gmetco



Conciencia – Emisiones.

Productos y empresas “neutrales”.



Abel & Cole

New kids on the blog since October 2016

TESCO

Creating a sustainable shopping basket



With food production at the centre of many environmental issues, Tesco and WWF have come together to make it easier for everyone to access an affordable, healthy and sustainable diet. Through the partnership we aim to halve the environmental impact of the average UK shopping basket.

[@gmetco](#)





Conciencia – Censura Alimentaria.

Prohibir alimentos.



BUSINESS

Why prawns are off the menu at Air New Zealand

6 Jun, 2018 6:41am

3 minutes to read

Iceland

Palm Oil Update

April 2019

As stated in Sir Malcolm Walker's update of January 2019 (below), we had ended the manufacture of Iceland own label products containing palm oil as an ingredient by 31 December 2018.

Goldsmiths bans beef from university cafes to tackle climate crisis

University of London college will also seek to limit single-use plastics



▲ The best way to reduce impact on the environment is to avoid meat and dairy products, scientists have said.
Photograph: Farm Images/UG via Getty Images



theguardian

Turbo and Stance

For the BEST Turbo and Stance Content! All about JDM Cars, Stanced Cars and Turbocharged Cars!

Volkswagen Stops With Its Best-Selling Product After 50 Years

Acceleration & Sound Crashes Drag & Track Misc by turboandstance - August 10, 2021



Volkswagen has sold more VW curry sausages than cars in recent years. But that will come to an end, because after the summer holidays all meat will be banned from the factory canteen. [@gmetco](#)



Conciencia – Origen/Transparencia.

Asegurar el origen para ganarse la confianza de los consumidores.

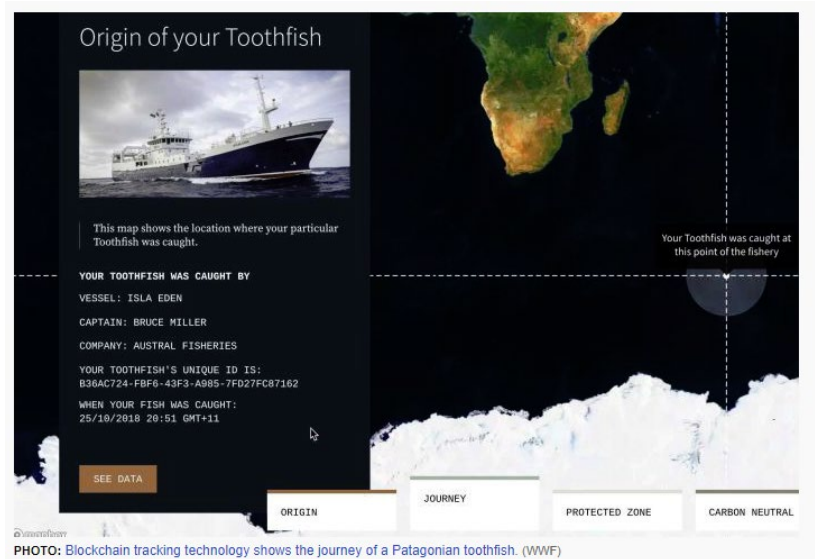
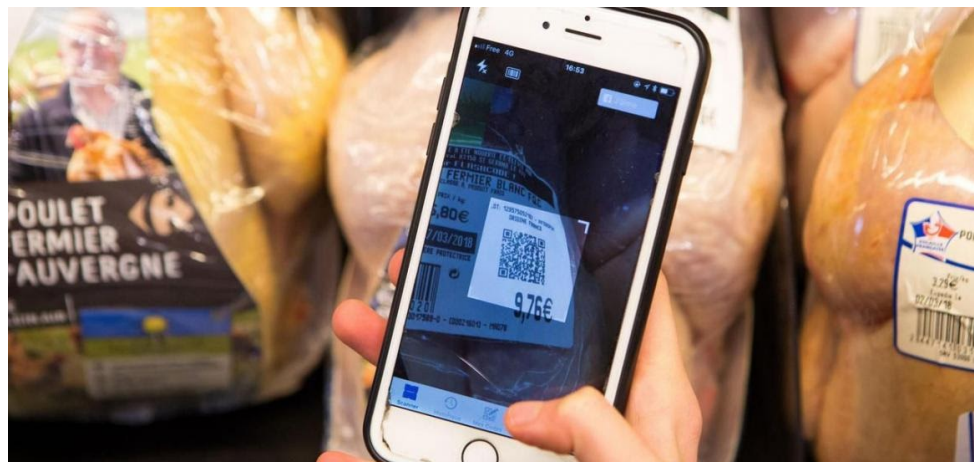


PHOTO: Blockchain tracking technology shows the journey of a Patagonian toothfish. (WWF)



@gmetco





Conciencia – Productos Locales.



📷 Ocado has invested millions into Scunthorpe vertical farming start-up Jones Food Company (Image: Scunthorpe Live / Ocado)

Fuente Business Insider



Conciencia – Sociedad.

Repartir la riqueza.



Our basics tea is Fairtrade. How refreshing.

Our favourite national drink comes from some of the world's poorest countries. That's why all Sainsbury's tea is Fairtrade. Not just the Darjeelings of this world, but every leaf we sell.

It means a fair deal for the producers, regardless of market forces. Something that leaves a nicer taste in the mouth. As a good cuppa should.

#valueofvalues

Live Well for Less Sainsbury's

SEASON'S GREETINGS. SUBJECT TO AVAILABILITY. SELECTED STORES ONLY. YOU CAN SAVE WELL FOR LESS THAN YOU THOUGHT AT SAINSBURY'S. BASED ON PRICE PER WEIGHT. DATA APRIL 2018. FOR MORE INFORMATION GO TO SAINSBURY'S.COM/VALUEOFVALUES



Conclusiones.

Comodidad.

Velocidad.

Fusión.

Tecnología.

Comunicación.





J Miguel Flavián – GM&Co.

[@gmetco](https://www.instagram.com/gmetco)

jmflavian@gmandco.com

