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F O I L E D

ISSUE 3

Food trends for 2019

Get ahead

A 'free from' future:

Changing dietary
requirements

Checking in with The Medicinal Chef:

Dale Pinnock

To MAP, CAP or vacuum pack?

Which is best?



EDITOR'S LETTER

What do you think of when you hear the phrase 'free from'? Perhaps you associate this with unfortunate intolerances to dairy and gluten, or perhaps images of hummus-fuelled animal activists spring to mind.

Whatever your perception of 'free from' products, we are in the midst of a free-from revolution — and these misconceptions are a thing of the past.

Today's food trends are less about labelling diets, and more about labelling food. More options are becoming readily available to consumers, such as non-GMO, organic or palm oil free. No longer are consumers struggling to find delicious food products that meet their needs, requests and ethical values.

To give you an example, the vegan food market value in Australia is set to reach \$125 million by 2020. What does this mean for this in the food industry?

There's a slice of vegan pie for you to claim a piece of.

As we examine 2019's food trends this issue, we check in with those catering to this ever-changing sector. The Medicinal Chef dropped by to offer advice to manufacturers creating food for the vegan market — you can hear his opinion on the industry on page 6.

We also caught up with Jane Land, the co-founder of Veganuary. With over 250,000 people taking part in the one-month phenomenon since 2014, we get an insight into the plans for 2019 on page 11.

Until the next issue,

Miguel Campos

Miguel Campos

A WORD FROM... ANTHONY DEBUS Head of UK Sales



The quest for productivity is sweeping across all sectors, and the food industry is also yearning for better use of materials, increased output and optimised supply chains. Across the globe, our customers choose Advanta as a sustainable and reliable supplier of aluminium packaging.

At the heart of the quest for productivity will always be innovation. As food trends come and go, it's important for business to take full advantage of new opportunities. Make sure your suppliers have the adaptability to react and change with the vibrant food market.

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CONTENTS

4

Food trends for 2019

What's in store?

6

Checking in with The Medicinal

Chef: Dale Pinnock tells you everything you need to know about health and nutrition

7

To MAP, CAP or vacuum pack

Which is best?

8

A 'free from' future:

Changing dietary requirements

10

Rise, fall and rise of the ready meal

History in the making

11

Are you ready for Veganuary 2019?

Interview with Veganuary



FOOD TRENDS FOR 2019

Twenty years ago, NASA declared that quinoa was the perfect meal for astronauts on long-term missions because of the grain's high amino acid and mineral content. To the rest of us, the superfood remained somewhat of a mystery until recent years, only to crop up in highly competitive games of Scrabble. It's a 15-pointer, in case you were wondering.

Production of the grain has grown by around 50 per cent since 1999, fuelled by its popularity in the United States, Australia and Europe. But quinoa isn't the only food trend we're currently experiencing. Recent years have seen a brunch boom, the rise of the food subscription box and of course, a new-found breakfast staple, the humble avocado. Here, we investigate what's in store for 2019.

Nutrition: Food as medicine
Food's role in nourishing the

body is often lost among ridiculous diet trends and health fads. Food and health are undeniably connected, and the industry has spent decades capitalising on this — from detox teas and sludgy smoothies, to the rise of the so-called 'superfood' (here's a secret for you, they're all pretty super).

"Just Eat, which has delivery hubs in 15 countries, reported that 33 per cent of its partner restaurants have needed to introduce vegan options to meet new demand."

Thankfully, we're getting clued up. Plant-based eating was the biggest trend of 2018. In fact, *Just Eat*, which has delivery hubs in 15 countries, reported that 33 per cent of its partner restaurants have needed to introduce vegan options to meet new demand. There are plenty of reasons for

the growth of plant-based eating, but health is one of the most obvious. People are becoming more aware of the health benefits of eating fruits and vegetables — and the negative impacts of eating animal products.

Not all of us will be switching to full-fledged veganism in 2019. However, the ethos of consuming more fruit and vegetables for the sake of our health will be prevalent in meals designed for vegans, flexitarians and omnivores alike.

Ethics: Root-to-shoot and nose-to-tail

Ethics could be cited as one of the reasons for the rise in plant-based eating in 2018. Consumers are taking a more ethical approach to every part of their eating, including the reduction of food waste.

Root-to-shoot cooking describes making use for commonly wasted food products. For fruit



and vegetables, for instance, the goal is to eat the entire plant, including unconventional parts, such as cauliflower leaves or potato peels. In 2019, this methodology will begin to impact meat-eaters and the meat and poultry industries too. Let's face it, if we consume the legs, ribs or wings of an animal, why not the cheek, tongue or tail?

Now, before you begin reciting memories of your great-grandparents liver and tongue stew — we are certainly not suggesting nose-to-tail eating is a new phenomenon. However, in 2019 we'll see this trend transpire into the mainstream.

We've already witnessed a shift in how consumers view food. Back in 2017, the British public called for supermarkets to stop binning their misshapen products — namely wonky vegetables — for the sake of aesthetically pleasing foods. Looking to the future, the public will no longer turn their noses up to untraditional food

products, including unusual cuts of meat. Pigs trotter burrito, anyone?

“Building on growing efforts to reduce food waste, sustainability will also become an important factor for food packaging.”

Sustainability: Zero waste

Building on growing efforts to reduce food waste, sustainability will also become an important factor for food packaging. We've all seen the statistics. On average, a supermarket will generate 800,000 tonnes of waste from food products — that's enough to fill 10-yard skips extending from London to Sydney.

However, the zero-waste trend doesn't necessarily equate to packaging-free products.

The philosophy encourages the redesign of products so that materials can be reduced, with the goal of no waste being sent to landfill or incinerators. To ride this trend, food manufacturers must opt for smarter packaging.

Let's face it, not every consumer will be heading to specialist, zero-waste supermarkets, armed with glass jars to fill. However, when faced with the option of sustainable or wasteful packaging, it's obvious which brand they will show preference to.

From veganism and sustainability, to the quinoa revolution — it's clear that some food trends can be unpredictable. So, while we can't foresee every food trend for 2019, it is clear that consumer demand for nutritious, ethical and sustainable food will remain at the forefront.

INTERVIEW

WITH

The Medicinal Chef



With 13 published books on healthy eating and a post graduate degree in nutritional medicine, The Medicinal Chef, Dale Pinnock, has an armoury of health expertise under his belt. In fact, Dale's no-nonsense approach to nutrition will see him present ITV's Eat, Shop, Save this summer — helping real families to eat healthier, shop smarter and save money.

But, what advice would The Medicinal Chef give to food manufacturers to support more nutritious diets for consumers? We investigate.

We've been examining the colossal rise in popularity of veganism in 2018. What food trends do you foresee proving popular in 2019 and beyond?

Veganism will continue to rise, but will be more focused on plant-based diets, rather than an entire lifestyle change. I think this is partly due to an increased awareness about the meals available in these diets, coupled with increased strength to the evidence base surrounding the health benefits of eating these foods.

We will continue to see great innovation in pre-made foods — not only from supermarkets — but with more eateries hoping to cater for plant-based eaters.

While plant-based diets are becoming more popular, approximately 1.7 million deaths were attributed to low fruit and vegetable consumption worldwide. What are some of the justifications you hear for low fruit and vegetable consumption?

The two excuses that I hear consistently are high cost and no enjoyment. People are convinced that fresh food is going to be super expensive and going to drastically increase their weekly shopping bill. That's simply not true.

What advice would you offer to manufacturers creating food for this market?

As for tackling the excuse that healthy eating brings no enjoyment, well, you must be creative. Even after 25 years of advocating healthy eating, I still don't get excited about a plate of steamed broccoli.

Consumers want what they love. If spaghetti bolognese has proven to be a favourite, create a healthy version.

For today's time-strapped consumers, what advice would you give to marry convenience with nutrition?

Batch cooking became a big feature on Eat, Shop, Save. On the show, we advise that when consumers get a bit of spare time, make food in larger batches, say 3-4 times larger than they normally would. Then, they can freeze the food in individual portions. On busy days, the consumer only needs to take a frozen portion out of the freezer to have a healthy ready meal.

We've talked about consumers, but what responsibilities do food manufacturers have in relation to promoting health and nutrition? Should they be held more responsible?

Well, one of the key responsibilities manufacturers have is to provide clear nutritional labelling. However, I certainly do believe that manufacturers should be held much more accountable than they are for promoting healthy eating.

What food manufacturers can learn from The Medicinal Chef:

- Watch out for trends
- Innovate a healthy favorite
- Simplify nutritional labelling
- Get creative
- Keep it exciting
- Make it freezable



MAP, CAP OR VAC-PACK?

Drying, chilling, freezing, sterilisation and pasteurisation describe just some methods of food preservation. However, all of these have major drawbacks — including the loss of essential nutrients and flavour.

In 1877, French scientists Pasteur and Joubert observed that *Bacillus anthracis*, a common type of bacteria, could be killed using carbon dioxide (CO₂). From here, the preservative method of CO₂ took off commercially.

However, it wasn't CO₂ that was deadly to the bacteria, but rather the lack of oxygen. Today, there are three main types of packaging techniques that take advantage of low oxygen levels; modified atmosphere packaging (MAP), controlled atmosphere packaging (CAP) and vacuum packaging.

MAP

Let's kick things off with MAP. This describes the modification of the air inside the package, displacing normal air for a composition of gases that is low in oxygen. This normally means more nitrogen or carbon dioxide is included than normal. Of course, the composition depends entirely on the type of food, and the permeability of the film. For respiring products, such as

fresh fruit and vegetables, the aim is to minimise its respiration rate. For non-respiring products, such as cooked poultry or fresh pasta, it's all about minimising microbial growth as the main spoilage parameter.

Getting the composition right can result in highly extended shelf lives for MAP packed products. Fresh poultry, for example, normally has a shelf life of three to ten days, but can withstand six to 21 days with MAP.

CAP

Using MAP, you cannot control what happens after the produce is packaged and respiration continues. However, with CAP, you can make alterations to the storage conditions of the packaging during its lifespan. This involves adding oxygen absorbers or nitrogen to achieve the optimal gas composition to extend shelf life. The temperature and humidity of the product's storage atmosphere is also regulated to reduce spoilage.

CAP is a storage technique, rather than a shelf-ready retail tactic. However, it does make a huge difference to food logistics, ensuring ingredients arrive and are stored, in the best conditions

possible. Just like MAP, this increases shelf life, reducing food waste and resulting in better convenience for the customer.

Vacuum packaging

Vacuum packaging does what it says on the tin, it is created by sucking the air out of packaging. However, not all oxygen is removed in this process.

The removal of most of the oxygen impedes the ability of oxygen-breathing micro-organisms, meaning they cannot grow and spoil the product.

The lack of oxygen also reduces the amount of spoilage due to oxidation – the same process that causes apples and bananas to turn brown.

Unlike traditional methods of preserving food, these methods allow the preservation of food products without the addition of any chemical preservative and stabilisers. Whichever technique you choose for your products, these methods all support the conservation of nutrients and other functional properties.

Ultimately, that's what today's health conscious consumer is looking for.



THE FUTURE OF FREE-FROM

In the US alone, 3.1 million people follow a gluten-free diet. 72 per cent of these are classified as PWAGs — people without celiac disease avoiding gluten. Whether avoiding a certain food type is due to an allergy, or a preference, retailers around the world are embracing the growing free-from culture.

Across the pond, Britain's shopping baskets are also containing more free-from products. In fact, Brits are dodging dairy, gluten and grains at a growing rate, having spent an extra £230m on free-from food and drink in the past year. The dietary landscape is morphing quickly, due to intolerances and allergies, doctors' orders, personal preferences.

Free-from aisles tend to focus on gluten free, wheat free and dairy free, yet if you wander further afield in the supermarket, you will spot many more examples of products appealing to different nuances. So, which of these growing dietary trends should food manufacturers keep an eye on?

Non-GMO

Genetically modified organisms (GMOs) refer to any living thing that's had its DNA altered using genetic engineering. Currently, the U.S. accounts for about two-thirds of all the GM crops planted on Earth. While there's no real evidence to suggest GMO food is harmful, former President Obama signed Bill 764 in 2016 creating a new federal standard in the USA with regards to GMO labelling. This means all packaging sold in the U.S. will need to have proper labelling to highlight GMO contents clearly.

“Demand for organic food is at its highest for more than a decade”

Organic produce

Organic 3.0 is the name given to the most recent organic movement. The document sets the new standards for the organic food industry on the run up to 2028 and is all about making organic produce mainstream.

Demand for organic food is at its highest for more than a decade, according to industry leaders. Andrew Monk, CEO of Australian Organic — which owns Australia's largest organic certifying group, says demand is still outstripping supply in many sectors.

Palm oil free

Avoiding palm oil is less about what consumers are putting in their body, and more about the environment and deforestation. Iceland is to become the first major UK supermarket to remove palm oil from all its own-brand foods, but what does this mean for the future? Perhaps more retailers will follow suit. Maybe we'll see more product labels boasting a lack of palm oil to attract the conscious consumer.

Vegan

Australia is now the third-fastest growing vegan market in the world, after the United Arab Emirates and China. In fact, the vegan food market value down under is set to reach \$215 million by 2020. Popularity is highest



“We have long understood the havoc that sodium can wreak on our bodies”

among young people, particularly millennials — the world’s largest generation.

However, it’s not just vegans that are buying vegan labelled food these days, it’s also the people who aim to eat a mainly plant-based diet. The flexitarians, flexi-vegans and pescatarians also want an occasional piece of the vegan pie, in Australia and around the world.

Low sodium

We have long understood the havoc that sodium can wreak on our bodies. However, reduced salt products are still continuing to rise. This trend is less of a free-from, and more of a kind-of-free from, but it does address the growing concerns of consumers with regards to health. In fact, REWE, a German chain of 15,000

supermarkets has launched a programme to reduce the amount of salt and sugar in its own brand products.

South Africa has been a trailblazer in the global battle to reduce salt intake, with new legislation that limits salt in processed food. A handful of countries have opted for this mandatory legislation, including Portugal, Belgium, Finland, Greece, Argentina and Paraguay. It means more food developers will need to create meals that are preserved effectively, but require less salt.

Wherever you are in the world, consumers are more conscious about what they eat, and will no longer claim ignorance on what they are ingesting. From organic-only, to PWAGs and flexitarians, the trend is less about categorising people, but about providing the necessary product options for everyone. The future is not about labelling diets, but about labelling products with right information to cater for these diets.

‘FREE FROM FACTS’



Brits are dodging dairy, gluten and grains at a growing rate, having spent an extra £230m on free-from food and drink in the past year.



In the US alone, 3.1 million people follow a gluten-free diet.



The vegan food market value in Australia is set to reach \$215 million by 2020.

WINNER WINNER, TV DINNER

Flashback to Christmas 1953, where American company food manufacturer Swanson's had too much leftover turkey. Not wanting to let it go to waste, they packaged it in foil airline meal trays with all the necessary trimmings. Ta-da, the TV dinner was born.

During the same decade, *Good House Wife* recommended wives "plan ahead, even the night before, to have a delicious meal ready" for their husbands' return. But times have changed, and the ready meal has since become a staple in our shopping carts, but they haven't had a smooth ride.

For a long time, pre-prepared food was seen as a quick, lazy option for people can't cook, don't have time to cook or simply won't cook.

The nineties didn't do much to shake this negative image, when the high calorie, salt and sugar content of these meal options was thrown into the spotlight. However, the industry has since reinvented itself as stronger, healthier and more enticing than ever before.

Today, ready meals provide nutritious, pre-prepared servings to help put healthy meals on the table with minimal effort. Single serving sizes help families cater for various dietary requirements and tastes, without slaving over numerous hot stoves. Vegan carbonara? No problem.

Despite its basic beginnings, today's ready meal market are far more progressive than a few festive leftovers — and the phenomenon isn't going anywhere anytime soon.



The first ready meal took its inspiration from foil airline meal trays, and foil is still at the heart of the industry. Today, Advanta's invention of smoothwall tray allows meals to be properly sealed to extend shelf life.



Demand for healthier and more traditional meal options, without hours of prep time, has led to a trend for pre-prepared or "cooking cheat" meals.

Seasoned joints of meat with sauce sachets and pre-cut roast vegetables are just a couple of examples you'll find on supermarket shelves.



The typical ready meal, with paltry portions enclosed in black plastic, have had their day. Thanks to TV cooking shows, consumers expect more of their dinner, they demand luxury. In response, supermarkets are introducing gourmet ready meal options that offer a little more class.

ARE YOU READY FOR VEGANUARY 2019?

Launched in the UK in January 2014, Veganuary (pronounced vee-GAN-u-ary) is a charity that encourages people to go vegan throughout the month of January. We wanted to find out more, so we spoke to Jane Land, co-founder of Veganuary:

Why did you set up Veganuary?

We'd seen video footage of what happens to animals on factory farms and in slaughter houses and we were horrified. Our personal decision to stop eating animals does spare lives, but to reduce more suffering we needed to encourage others to do the same thing.

Inspired by the Movember campaign, we thought pledging to be vegan for a month would make a bigger impact, and the best month had to be January when people are typically looking to make changes. It would be vegan January, or as we call it, Veganuary. Eat vegan food for a month, and no one needs to grow a moustache!

Did you have any idea it was going to be so successful?

3,300 people from all around the world signed up to go vegan in

January 2014, and, just like that, a phenomenon was born. The campaign received global attention, with many participants taking part from the US, Europe, Australia, and South Africa. The campaign has more than doubled in size every year since, with over 250,000 people taking part since 2014.

How has Veganuary affected the vegan and food manufacturing industry?

According to Google Trends the term 'vegan' has been growing since we began our campaign in late 2013. We're not suggesting that that is solely down to Veganuary, but there's definitely spikes occur around every New Year period.

How are you seeing the products on the supermarket shelves changing because of this movement?

This Veganuary, the majority of supermarkets launched new vegan products. Sainsbury's introduced a new veggie/vegan range and Ocado also added more vegan options to their range for Veganuary, including a new own brand vegan selection. Waitrose launched a new vegan range in



January, with two new vegan sandwiches, along with Veganuary features in the Waitrose magazine. But Tesco was the big winners for 'cashing in' on Veganuary.

Tesco showed faith in veganism and hired Derek Sarno, as the director of plant-based innovation. He felt it was important to launch the Wicked Kitchen range during Veganuary, and establish Tesco as a leader in plant-based innovation.

What does the next Veganuary have in store?

We're growing the campaign more internationally and partnering with new organisations in China, India, Portugal, Canada and France. Our target for this January is 330,000 participants!

We also have a big new campaign planned for the end of Veganuary 2019, launching on 1 February. If we market this right, we could see millions, rather than thousands of people take the pledge in 2019. Follow us on Twitter @weareveganuary – you're not going to want to miss this! (Sorry we can't reveal more at this stage.)

