

Luckie

LUCKIE EXTRA 2008 FMI SHOW HIGHLIGHTS

MAY 15, 2008

WHAT WAS DISCOVERED

While some trends from years past, such as additives, organic, natural and super foods like pomegranate, have become mainstream, new trends are starting to emerge.

Organics are everywhere these days with products spotted in everything from milk, ice cream, energy drinks, eggs, beef and even pet food (pets are after all no longer just cats and dogs, but children for many people, so they eat the same as the rest of the household).

Pomegranate and other super foods like acai were also seen in many products (even a V8 product), but a new emerging super food might be aloe. We found it used as the core ingredient in several health drinks. Both were from Asian-based companies and were promoted as helping digestion, among other qualities. One was mixed with wheat grass for added energy. Both products were quite tasty and will likely catch on in the U.S., first with the health and wellness crowd and aging Boomers, before mainstreaming down the road.



We've seen flavors, vitamins and other nutrients added to water for several years now, to add flavor and more of a soda/energy drink appeal without all the sugars and caffeine. Milk may be the next frontier for these types of additives. We came across a display for Muscle Milk, which promotes itself as a nutritional shake that is much more than the typical energy drink. Muscle Milk is loaded with protein, carbs and energy for today's active lifestyle. For those who like the product qualities, but don't want a milkshake, Muscle Milk also has a line of protein bars.



WHAT WE DID

On May 5, representatives from Luckie & Company attended the May 2008 Food Marketing Institute (FMI) show in Las Vegas to explore the latest trends in food and beverage.

We spent six hours walking the massive convention floor viewing displays, sampling products and asking a lot of questions.

What we discovered is summarized in this Luckie Extra newsletter. Please enjoy.

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