



Technical session II

Product Innovation:

Innovation ideas and development challenges of agri-food.

Mr.Yongvut Saovapruk
President



Unleashing the Creative Potential Within Us All

01

**Choose
creativity**

02

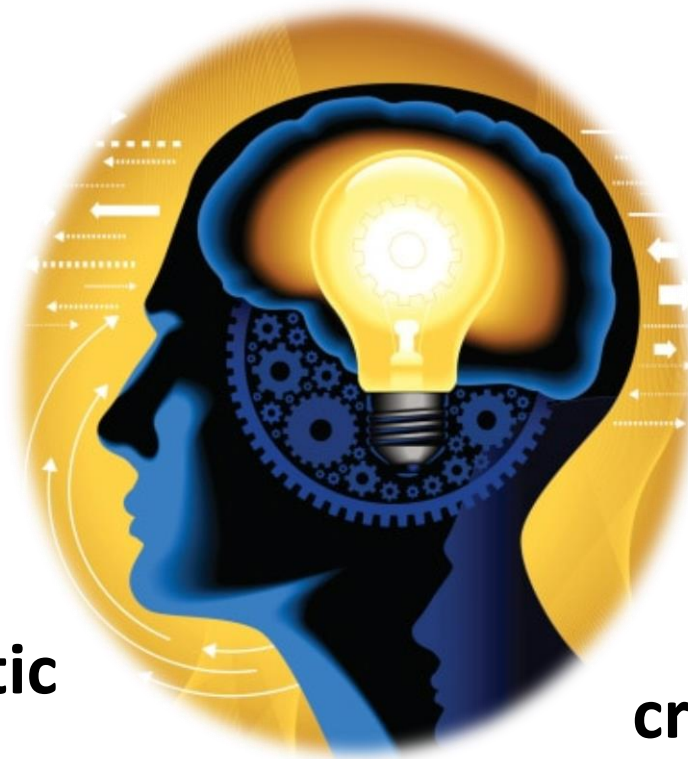
**Think like a
traveler**

03

Daydream

04

Be empathetic



05

**Be an
anthropologist**

06

Ask “why”?

07

**Reframe
challenges**

08

**Build a
creative network**

Reference : Tom Kelly. Creative Confidence: Unleashing the Creative Potential Within Us All.



Product innovation : Breakfast cereal



- With plant sterols to reduce cholesterol
- [Sanitarium Weet-Bix Cholesterol Lowering Breakfast Cereal with Plant Sterols](#) is the first breakfast cereal launched in Australia to contain plant sterols on the GNPD (Australia).
- Pouch unfolds into a serving bowl
- [The GFB Maple Raisin Gluten Free Power Breakfast](#) is described as a protein-packed breakfast oatmeal. It contains hemp, flax and sun-ripened fruit with no refined sugars, GMOs, gluten or soy (US).
- Frozen yogurt with muesli and fruit
- [Farmersland Muesli with Fruit](#) is described as a whole breakfast in a bowl consisting of frozen Greek yogurt with fruits and muesli with flakes and seeds. It can be thawed in the microwave for a few minutes (Germany).

01 Choose creativity



Product innovation : Super food

Support mental wellbeing with mood-boosting foods



- **Matcha to revitalize mind and mood**
- [Prana Organic Matcha Magic Dark Chocolate Bark with Roasted Sesame, Crispy Rice & Matcha](#). A superfood product that contains polyphenol and catechin antioxidants from matcha green tea and is said to support energy and focus (US).



- **Magnesium for mental health**
- [IQ Superfood Chocolate Lusciously Lovely Lime Chocolate](#). This product is made with 72% raw organic cacao, which is a source of magnesium. Claims magnesium maintains psychological function and reduces tiredness and fatigue (UK).

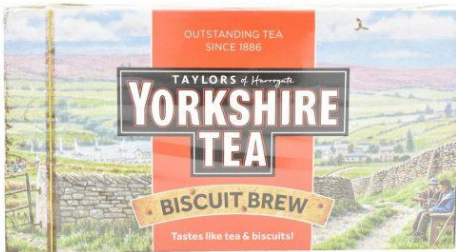


- **Mood-boosting probiotics**
- [Babushka's Kefir Coconut Probiotic Kefir](#). Contains inulin, along with yeasts and probiotics traditionally found in kefir. The manufacturer claims probiotics are wellness warriors that help to aid mood, immunity, and digestion (Australia).

01 Choose creativity



Product innovation : Tea&Drink



Biscuit taste

[Taylors of Harrogate Yorkshire Tea Biscuit Brew](#) is said to taste like tea and biscuits (UK).



Nitrogen-infused tea

[Nitro Hibiscus Cold Brew Herbal Tea](#) is infused with nitrogen and is free from caffeine and added sugar (US).



Plant-based milk

[Sonnentor Ginger Turmeric Latte](#) is an organic spice blend made with plant-based milk which can be prepared in a simple way or an Ayurvedic way (UK).

01 Choose creativity



Product innovation

The Real Thing



Consumers are craving products and experiences that come with a stamp of authenticity. [Charsznickie Pola Naturity Organic Sour Soup with Sourdough](#) is an unpasteurised fermented sour soup made according to a traditional recipe (Poland).



[Eskelunds Hembageri Gotlandic Rye Bread](#) has been baked in Southern Sweden since the Medieval times (Sweden).



[Rians Panna Cotta with Caramel Sauce](#) is made according to an authentic family recipe since four generations using regional ingredients (France).

02 Think like a traveler

Product innovation : Snack

Bitters Energy Jerky Dried Turkey with Caffeine



Why it is innovative? Ingredients

- In the past, we have seen caffeine as a named ingredient appear in some unlikely categories, such as gum, breakfast cereal, and water, far beyond the usual categories of carbonated soft drinks, energy drinks, and coffee and teas.
- Here, it appears in a turkey-based jerky sold in the Czech Republic. The Bitters Energy Jerky is also lightly smoked for a unique flavor, according to the company. The line also includes a variety with guarana.
- This is not the company's first foray into caffeinated products, as it also offers a caffeine-enhanced gum.
- Caffeine can be a bit polarizing for consumers. While 37% of US consumers say that boosting energy is a motivation for eating healthy, almost half of UK consumers agree it is difficult to know how much caffeine is safe. Launched in Czech Republic, CZK65.00



Global Consumer Trends 2019



TOTAL WELL BEING

Consumers are treating their bodies like an ecosystem and seeking solutions that complement their personal health and evolving needs.



ON DISPLAY

Consumers and brands are becoming more aware that they have a digital persona to nurture and grow as much as they have a physical self, creating a growing tension where everyone is fighting for attention and nobody is safe from scrutiny and backlash.



CHALLENGE ACCEPTED

A growing momentum to take on new challenges is driving consumers to reach new heights and uncover new passions.



SOCIAL ISOLATION

Constant digital connectivity, where people are replacing physical interactions with digital updates, can increase feelings of loneliness, social isolation and depression, creating a demand for products and services that help consumers learn to disconnect and resolve health-related issues.



RETHINK PLASTIC

Plastic is not inherently bad, but our throwaway use of it is. Consumers are reviewing their own behaviours to prevent plastic pollution.



REDEFINING ADULTHOOD

The concept of what it means to be an adult has changed beyond recognition, and people are adapting to lives that don't fit the mould.

04

Be empathetic

Source : Mintel

**Be an
anthropologist**

05



THE 5 FOOD TRENDS OF 2019

Total Transparency

“Transparency in food and beverages can take many directions, but the various arguments will serve a unique cause: to help consumers feel confident about the safety and purity of the products they buy”

Self Care

By 2019, the individual definitions of “self-care” and balance will reinforce the need for food and beverage products that offer consumers positive solutions that can fit into their definition of well-being and style. of healthy life.

New Sensations

The noise, feel and satisfaction that texture provides will be even more important for businesses and consumers alike. More products can be developed with texture combinations that delight and surprise consumers.

04

Be empathetic



Custom Shopping

By combining consumer insights with purchases, as well as other online activities, companies and distributors can target individuals based on their habits and preferences, both in-store and online.

Edible Science

Technology could also be used to create much more nutritious foods and beverages, thus having the potential to expand its audience of scientifically developed products and reach consumers interested in nutrition.

Be an

anthropologist

05

Innovation Idea



Heat sensitive pack changes colour in the fridge

[Arnott's Tim Tam Chill Me! Biscuits](#) in collaboration with Gelato Messina are available in 3 flavours and are best served chilled. They come in a colour-change pack that indicates the optimum serving temperature (Australia).



The Night Shift

According to Mintel Food & Drink Trend [The Night Shift](#), evening is being tapped as a new occasion for functional food and drink formulations. [Pepsi J-Cola Midnight Drink](#) is tailored for drinking in the evening (Japan).

Innovation Idea



- **Broth can be prepared in a coffee machine**
- [Gocce in Cucina Beef Broth in Capsules](#) is described as an innovative and practical way to make soups at home in a few seconds using the Nescafe Dolce Gusto coffee system (Italy).

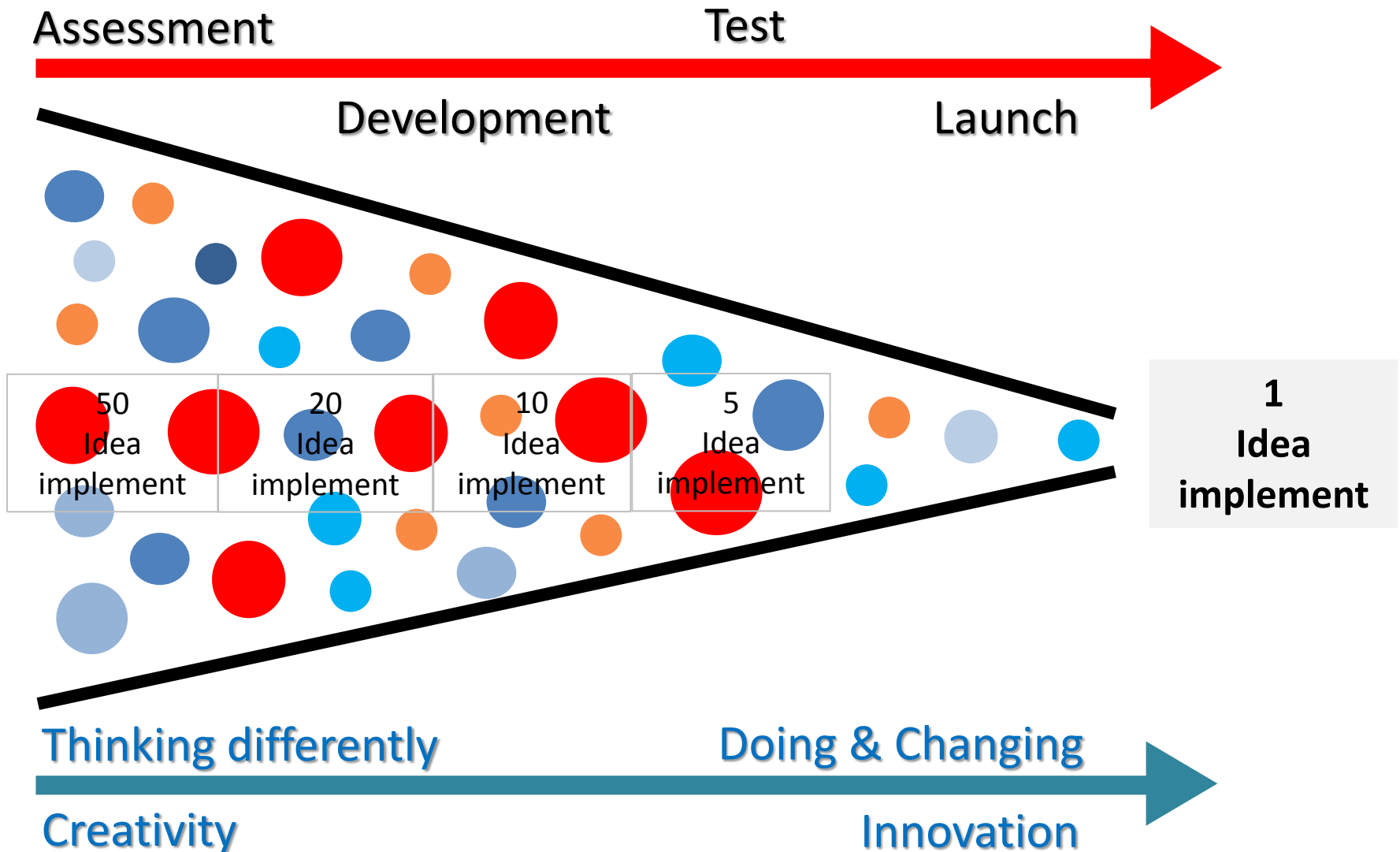


Waste Not

Brands and consumers are looking for ways to preserve the planet's resources. According to the producer of [Pågen Sourdough Bread](#), any bread that is not sold in stores is recycled into yeast, so that new, tasty bread can be baked (Sweden).



The innovation funnel





Open Innovation Idea

Heineken's Innovators Brewhouse

A 'Nespresso for beer' was an unexpected innovation that builds on collaboration between Heineken and its partners.

A systematic process of looking for external sources of innovation has been refined by Heineken over several years.

Through the web portal, targeted, client-owned challenges are communicated to a broad innovation ecosystem including consumers, suppliers, academia and start-ups, all connected by an efficient platform to minimise effort and enable communication and adoption.

An example of a successful project to emerge from this is the Heineken Blade, a countertop draught beer dispenser, which enables the company to target huge new growth markets for draught in the casual dining sector, which can currently only offer bottled beer.

The unit is completely 'plug and play', with no maintenance or installation costs, and can easily be set up to 'pour the perfect pint served at 2°C'.



The ultimate definition of innovation

Executing an idea which addresses a
specific challenge and achieves value for
both the company and customer

Thank you

idea to value