

2023: New Product Competition

Innovative Dairy-Based Products for Calming

The statements made and information provided in the current and subsequent slides are based on consumer insights and cannot be used to make product claims. Claims must be truthful and not misleading, supported by scientific data and aligned with regulations in the current marketing environment.

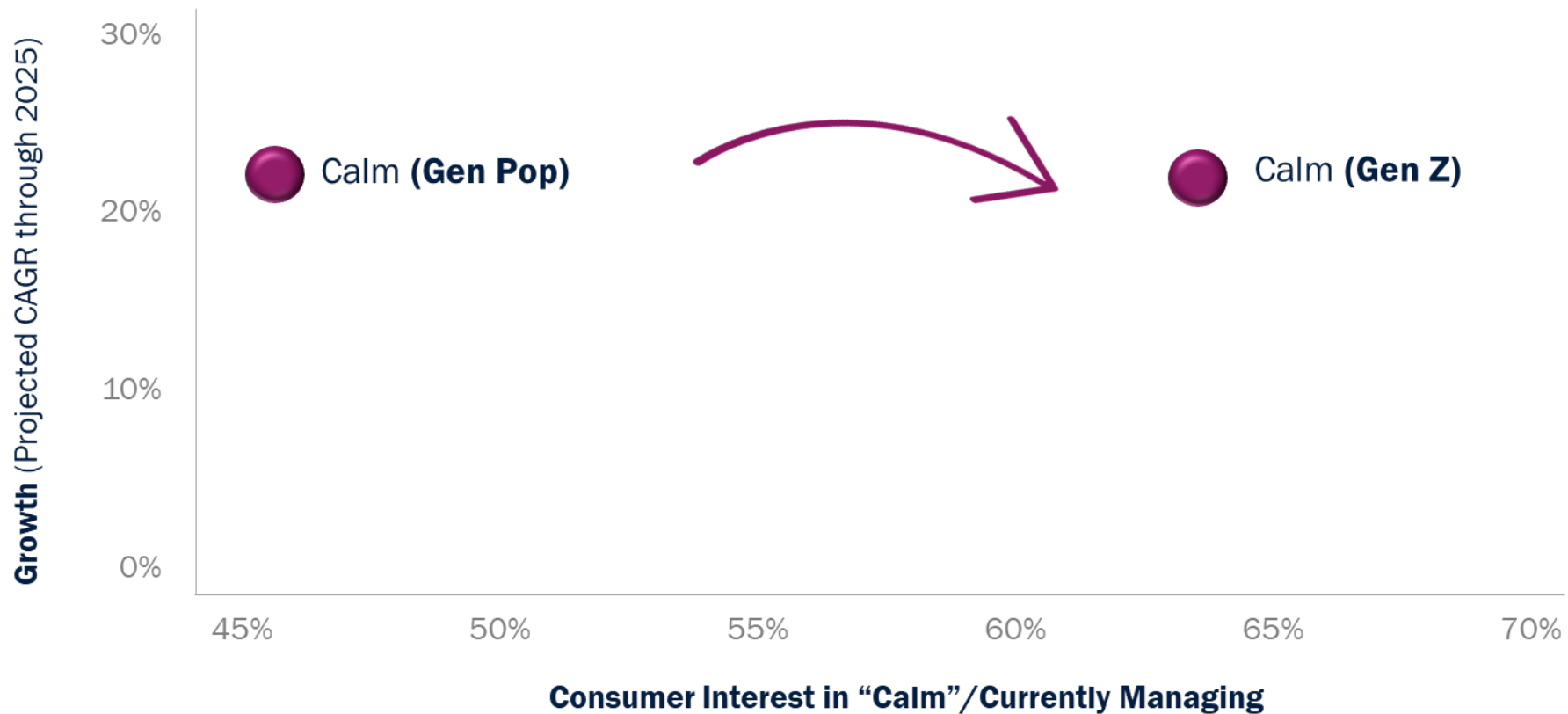


DISCLAIMER

THE USE OF BRANDS AND IMAGES OF BRANDED PRODUCTS IS INTENDED ONLY TO PROVIDE EXAMPLES OF CONCEPTS BEING DISCUSSED, AND DOES NOT IMPLY ENDORSEMENT OF ANY BRAND OR PRODUCT

With a heightened emphasis on mental and emotional wellbeing, consumers are looking for **products that calm.**

There is high consumer interest and projected growth associated with products that calm, and that interest is further increased with Gen Z, 18 – 22 years old (see chart).



Source: Euromonitor 2020 & Hartman Functional Foods 2020

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What are some of the **benefits** consumer associate with “calm” for snacks and beverages?



Source: Black Swan Trendscape | Calms Trend Report Beverages & Snacks | July 2022

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Dairy & Calming

For dairy consumers,

- **22%** use dairy products to calm themselves.
- **24%** not currently using dairy products to calm themselves but would like to for this benefit.



Top dairy choices for calming:

- **Ice Cream**
- Milk/Milk-Based Beverages
- Cheese
- Cultured Dairy

Note: Creaminess is a key attribute across all dairy categories that consumers crave for calming products.

Source: Drake, 2022 (American Dairy Science Association Annual Meeting)

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Dairy Nutrition & Calming



Looking for a little help to sleep better?

- The science is well-established that, in general, protein is more satiating than the same amount of carbohydrate or fat.
- This can contribute to feeling more satisfied, which could possibly help you sleep a little better.
- Plus, protein can help with muscle repair while sleeping – especially those who do rigorous exercise.

Source: National Dairy Council ([link](#))

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What's in the marketplace? **Beverages (dairy and non-dairy)**



Perfy

Adaptogenic & Nootropic Soda

“A delicious, low glycemic blend of not from concentrate strawberry, pineapple, and lemon juices combined with 50mg of L-Theanine and 30mg of Ashwagandha.”



La Di Da

Lavender Oat Milk Latte

“Our soothing Lavender latte melts over your mind & body, winding you down for the night ahead. Our calming, caffeine-free blend combines lavender and hemp to reduce tension, helping you drift into a peaceful rest.”



Ease

Sparkling Water Beverage

“Soulboost Ease is made with 200mg L-theanine to help support relaxation and un-complicate your unwind. Perfect for those days when your roll could use some slowing.”



Clover

Blue Moon Blueberry Lavender Milk

“Enjoy a moment of serenity morning, noon or night with Organic Blue Moon Milk. This blend of blueberries and lavender support relaxation, along with magnesium and tryptophan, naturally occurring in milk.”

Source: Perfy ([link](#)), LaDiDa ([link](#)), Soulboost ([link](#)), Clover ([link](#))

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What's in the marketplace? Snacks/Foods (dairy and non-dairy)



Enlightened

Fruit Infusions – Strawberry + Chill

“Strawberries grow best in plenty of sunshine. We can relate to that. Kick back and bring a little sunshine into your day with the sweetness of ripe strawberries, along with calming lavender, chamomile, and lemon balm.”



Yi Shi

Sweet Osmanthus Oatmeal for Calm

“Sweet Osmanthus is a flower traditionally used to make Chinese tea, jams and cakes. It's such a calming, comforting flavor, I knew I had to introduce it to you. Enjoy!”



Nightfood

Sleep-Friendly Ice Cream: Mint Chip

“Sleep experts formulated Nightfood for guilt-free nighttime snacking with a sleep-friendly nutritional profile.”

Source: Enlightened ([link](#)), Yi Shi ([link](#)), Nightfood ([link](#))

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- Consumer perception of different product “benefits” may differ from the scientific and regulatory views.

For example:

- The regulatory definition of “energy” is calories (food energy).
- The regulatory definition of “healthy” is defined. Additionally, FDA is providing enforcement discretion here.
- “Natural”/“All Natural”/“Made With Natural Ingredients” is not defined, but is being reviewed by FDA. A cautious approach is recommended.

- Products in the marketplace convey “benefits” in a variety of ways including by product name, ingredients or images.

Therefore

- ✓ Substantiation of product benefits must include support for all express and implied claims
- ✓ The substantiation must be truthful and not misleading and include a review of the totality of the scientific evidence and reflect the strength of the science at the time the claim is made
- ✓ Substantiation may include proprietary (non-public) research results
- ✓ It is advisable to seek the advice of counsel before making claims
- ✓ For further considerations, please see this [link](#)

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