# 2024: New Product Competition

Developing Innovative,
Dairy-Based Products
for Health & Wellness
Consumers

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

## **2024 New Product Competition**

Develop a modern, dairy-forward product for the "Systems Supercharge" consumer focused on:

- Digestion
- Immunity
- Joint Health/Mobility
- General Health

Your innovation may target any or all of the health and wellness conditions above.

For more details, see competition rules and guidelines here: <a href="https://www.usdairy.com/research-resources/new-product-competition">https://www.usdairy.com/research-resources/new-product-competition</a>

## **Target Consumer:**

## Who are you designing an innovative, dairy-based product for?

## The "Systems Supercharge" Consumer:

"With all the health challenges my body encounters in the world, I need to make sure that I am prepared to stay healthy and ready to face each day. Using food and beverage to proactively manage my gut health and immune system saves me from experiencing sickness or other ailments in the future."



## **Target Consumer:**

## What are the they looking for?

#### The "Systems Supercharge" consumer's primary benefits to deliver:

Digestive Issues	Immunity (Preventative)	Joint Health/Mobility	<b>General Health</b>
<ul> <li>Improve gut health</li> <li>Keep bowel movements regular</li> <li>Prevent indigestion</li> <li>Prevent bloating</li> </ul>	<ul><li>Help keep immune system strong</li><li>Help body absorb nutrients</li></ul>	<ul><li>Keep joints healthy</li><li>Reduce joint pain</li><li>Help improve mobility</li></ul>	<ul> <li>Help organs function properly</li> <li>Reduce inflammation</li> <li>Promote cellular health</li> </ul>



#### **Dairy + the System Supercharged consumer?**

Visit <u>usdairy.com/dairy-nutrition</u> to see how dairy plays a role in these health and wellness benefit areas consumers are looking to treat and/or prevent.

## **Target Consumer:**

## What are they looking for from food and beverages?

#### **Top Foods & Beverages Consumed:**



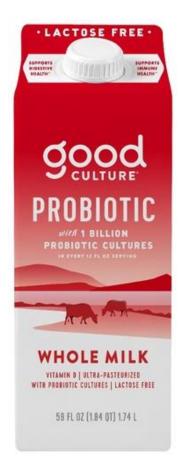
**Top Product Attributes:** While taste is always key, nutritional value and quality of ingredients are even more important to the "Systems Supercharge" consumer.



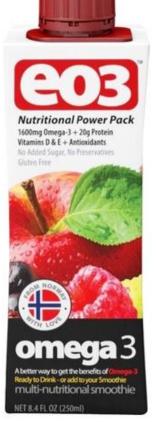
Source: DMI Strategic Intelligence

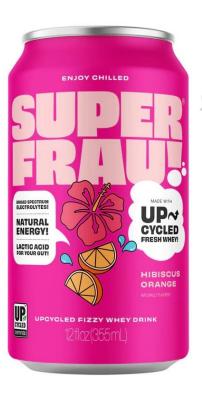
# In-Market Examples > Dairy-Based

See bottom of page for link to product websites.











## **In-Market Examples >** Outside of Dairy

See bottom of page for link to product websites.







Source: Olipop, Dole, Arnold, Supergut



> 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 <u>defined</u>. Additionally, FDA is providing enforcement discretion <u>here</u>.
- > "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