

2022 NDC New Product Competition

Innovative Dairy- Based Products for Gamers

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

Gamer Facts & Background



94%

of young people play video games in some capacity.



\$18B

what young people have collectively spent* on video game-related expenses in the last year.

**based on their own estimates*



81%

of young gamers say video games are a way for them to escape.



60%

of gamers say video games help them be social.

Source: YPulse (research conducted 10/30/2020-11/9/2020 among 1000 13-39-year-olds)

Note: This information provides consumer insights and cannot be used to make product claims. See disclaimer on first slide.

Merging snacking drivers¹ with the needs of gamers.



When developing dairy products for gamers, they must be²:

- 1) Quick to eat
- 2) Not messy
- 3) Convenient to hold and consume

Source: The Hartman Group: ¹Snacking May 2021 & ²Video Games and Food & Beverage 2017

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90% of gamers ages 21 – 35 regularly eat food and drink while gaming

What do gamers regularly eat and drink while gaming?

49%

Salty Snacks



48%

Soft Drinks



39%

Sweet Snacks



Source: Newzoo | 2020 Consumer Insights for Games and Esports – North America
Product Images: Innova Market Insights; Company Websites

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➤ Consumer perception of “energy”, “healthy”, “natural”, etc., may differ from the scientific and regulatory views.

➤ 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 energy 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](#)