



Millennials, the upcoming consumers

Understanding them to meet their needs

2016 Dairy Supplier Day



Cosucra: Tailor-made solutions for you, with you.

- Cosucra is a family-owned company based in Belgium.
- We process natural food ingredients from locally sourced chicory roots and yellow peas.
- We were the first to launch industrial inulin and industrial pea protein on the market.
- Now we work with **more than 400 food manufacturers** and our ingredients can be found in **more than 1500 product** references worldwide...

Our products...



Inulin & oligofructose,
soluble dietary fibre from
chicory



High quality pea protein
isolate



Functional pea fibre



Functional pea starch

... & our services...

- R&D
- Sales & Marketing
- Regulatory affairs
- Nutritional support
- QA & QC
- Application centre:
tailor-made solutions

...for your markets

- Foods & Beverages
- Specific Nutrition
- Meat & Savoury
- Pet food & Feed

Agenda



I. Understanding Millennials

II. Marketing healthy dairy products to Millennials

III. From key ingredients to successful solutions for Millennials

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Millennials or Generation Y : who are they?

Key facts about millennials:

- Aged 18-35
- Over 100 million worldwide
- Largest demographic group by 2020
- Control \$500 billion in spending
- « Most diverse, educated and influential shoppers on the planet »

Millennials are...





Design aware



Re-usable milk bottles



Milk in cardboard cans





Millennials care for environment but are not fanatical:

- They buy organic when they think it's really different or worthwhile
- They favour local sourcing and local distribution network
- They tend to be flexitarian
- Naturally-sourced ingredients is important



I.


Understanding Millennials

II.

Marketing healthy dairy products to Millennials

III.

From key ingredients to successful solutions for Millennials

A photograph of four young women sitting on a light-colored couch. They are all smiling and laughing, looking towards the camera. The woman on the far left is wearing a bright green sleeveless top and blue jeans. The woman next to her is wearing a pink sleeveless top and blue jeans. The woman in the middle is wearing a purple sleeveless top and blue jeans. The woman on the far right is wearing a blue sleeveless top and blue jeans. The background is a plain, light-colored wall.

4 tips that will help you develop healthy dairy products that appeal to Millennials

1. Propose products that fit easily in their desired lifestyle
2. Focus on their core needs
3. 1-size fits all solution won't work, prefer a highly-personalized offering
4. Be 'clean-label' and tell a story about key ingredients for transparency and authenticity

1) Propose products that fit easily in their desired lifestyle

- **Convenience** is key ⇒ opt for « on the go » products (RTE, RTD), products in individual doses
- Snacking is an important habit (24% snack >4 times/day)
- Be where they are



Quark Creme To Go with Protein
Germany 2016



On the go fruit & muesli
yogurt- Germany ,2015

2) Focus on their core needs

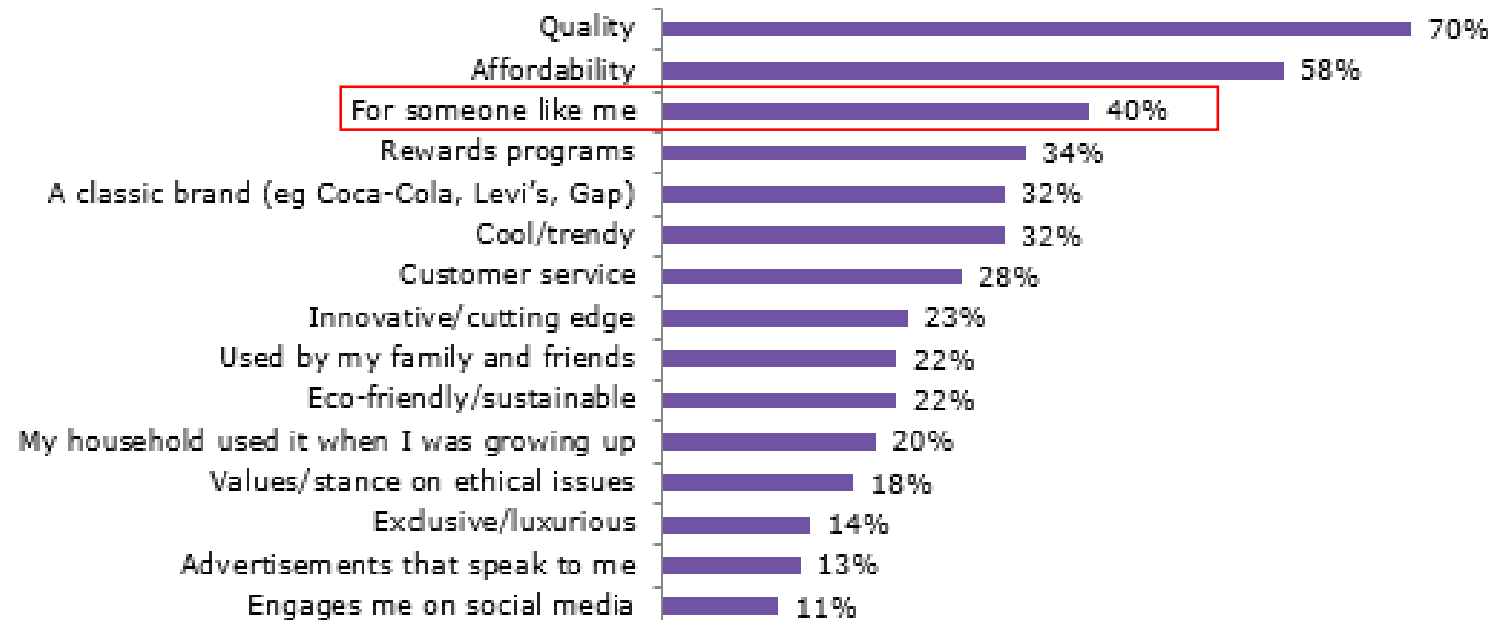


3) Propose a highly-personalized offering

- There is not 1 type of Millennials but several
- They want high-quality customized products:

Appealing brand qualities, December 2014

"Thinking about your favorite brand(s), what is it about them that you like? Please select all that apply."



Source: [Lightspeed GMI/Mintel](#)

Base: 708 internet users aged 20-37

4) Be 'clean-label' and tell a story about key ingredients

- 'Natural' is a bit meaningless: prefer 'organic' or clean/short labels
- **Transparency** is key
- Formulate your products and develop your story around a few **key ingredients** : proteins, oats, pre&probiotics, coconut...



Organic Blueberry Healthy Yogurt - Denmark ,2015

- ✓ 100% Norrlandic milk
- ✓ From cows fed with non-GMO food
- ✓ With L. rhamnosus LB21



Chocolate coconut milk UK ,2015

- ✓ Free from allergens
- ✓ “Packed with added fiber (inulin, FOS) and naturally occurring electrolytes to keep the body hydrated, vibrant and healthy”

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Range of high purity inulin & oligofructose, for healthier food & beverages, everyday.

- Gently extracted from chicory
- High fibre content (min 90%)
- Invisible and tasteless in the end-product
- Different solubilities and free-sugar contents
- Versatile and easy-to-use clean-label ingredient





a fibre with multiple benefits

Scientific and clinical studies have demonstrated many benefits related to inulin and oligofructose:

Digestive health/transit

Reduced blood glucose response*

Satiety

Sugar & fat replacement

Technical Benefits

Calorie reduction

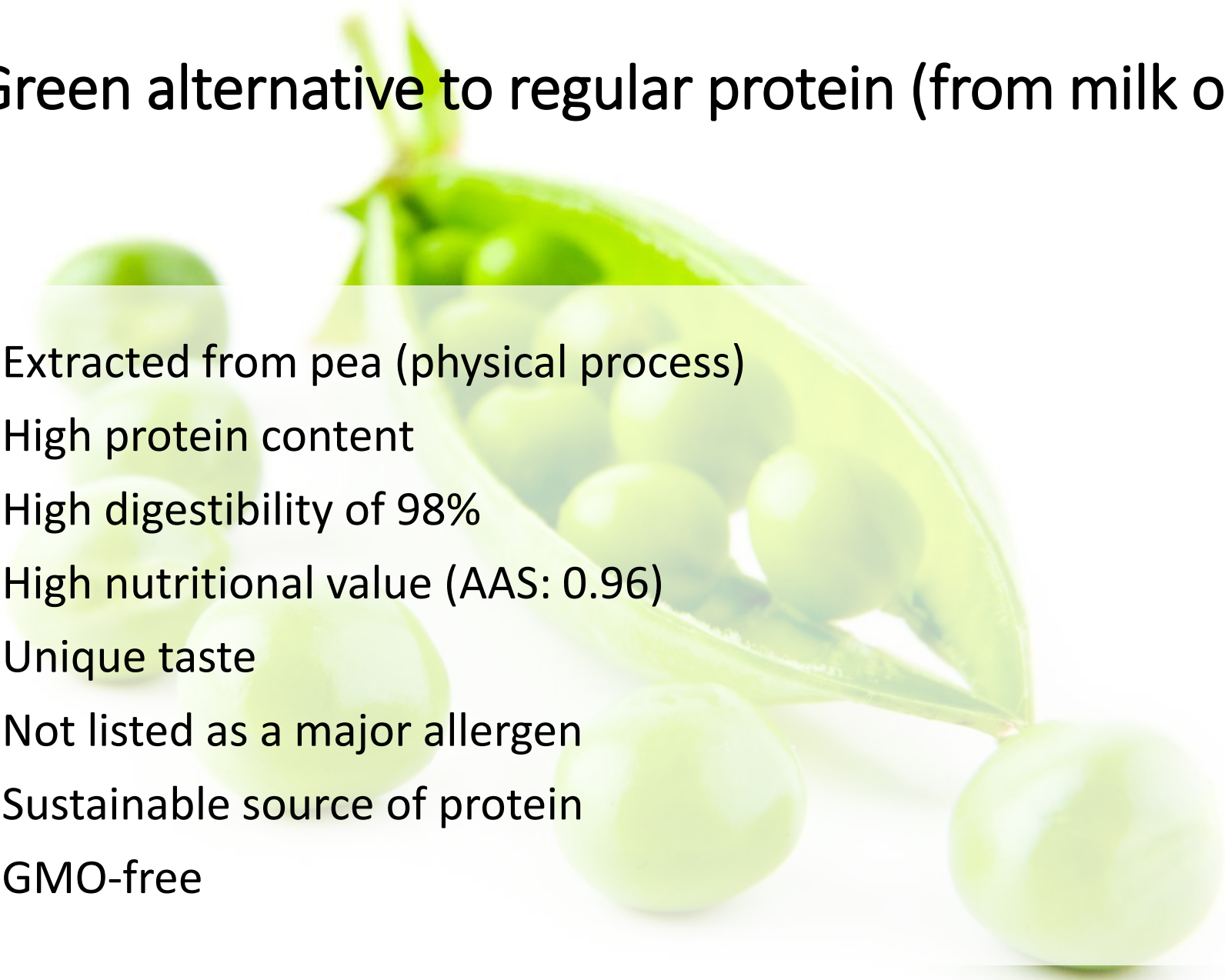
**has received a positive opinion from EFSA related to post-prandial glucose response*



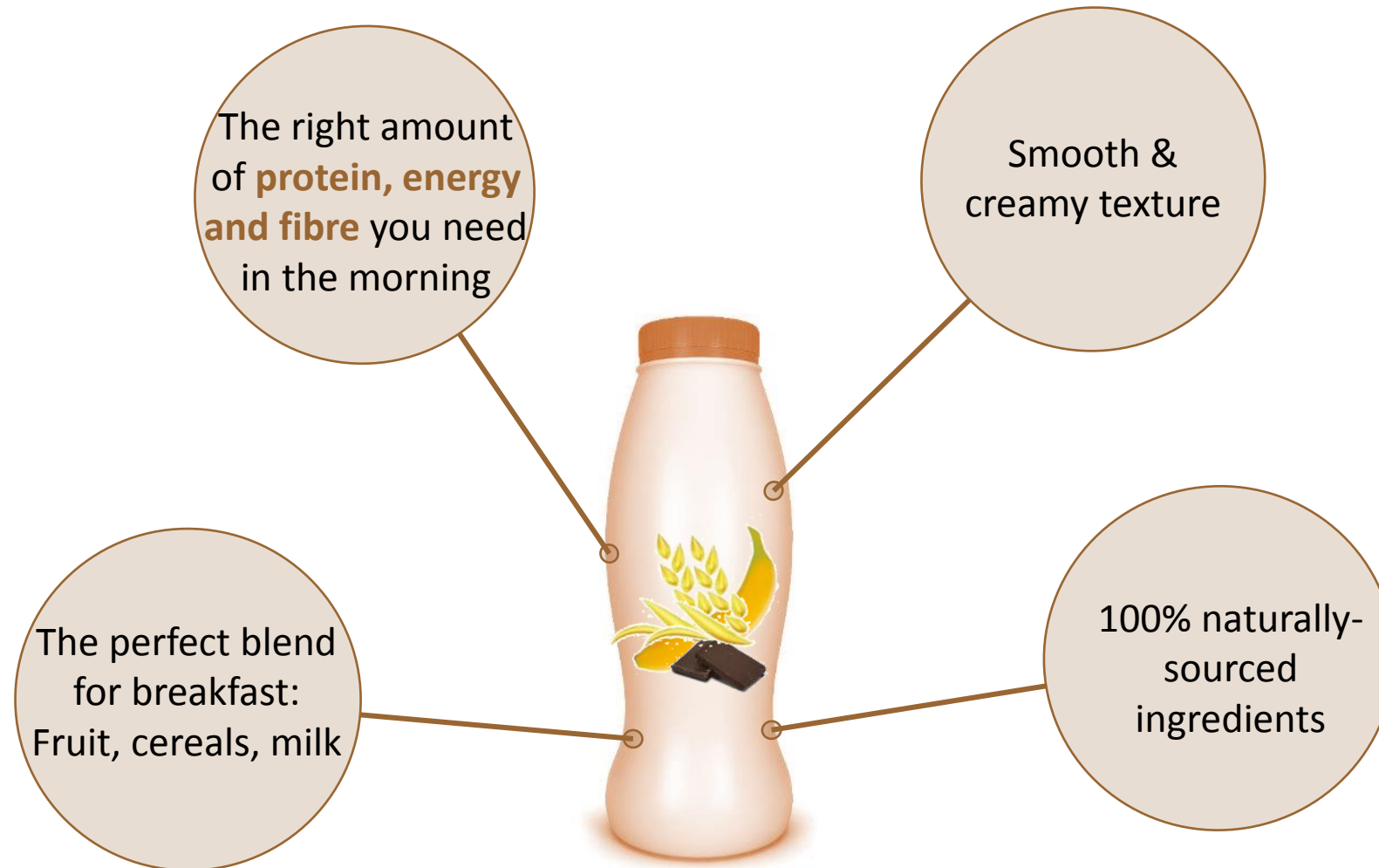


Green alternative to regular protein (from milk or soy)

- Extracted from pea (physical process)
- High protein content
- High digestibility of 98%
- High nutritional value (AAS: 0.96)
- Unique taste
- Not listed as a major allergen
- Sustainable source of protein
- GMO-free



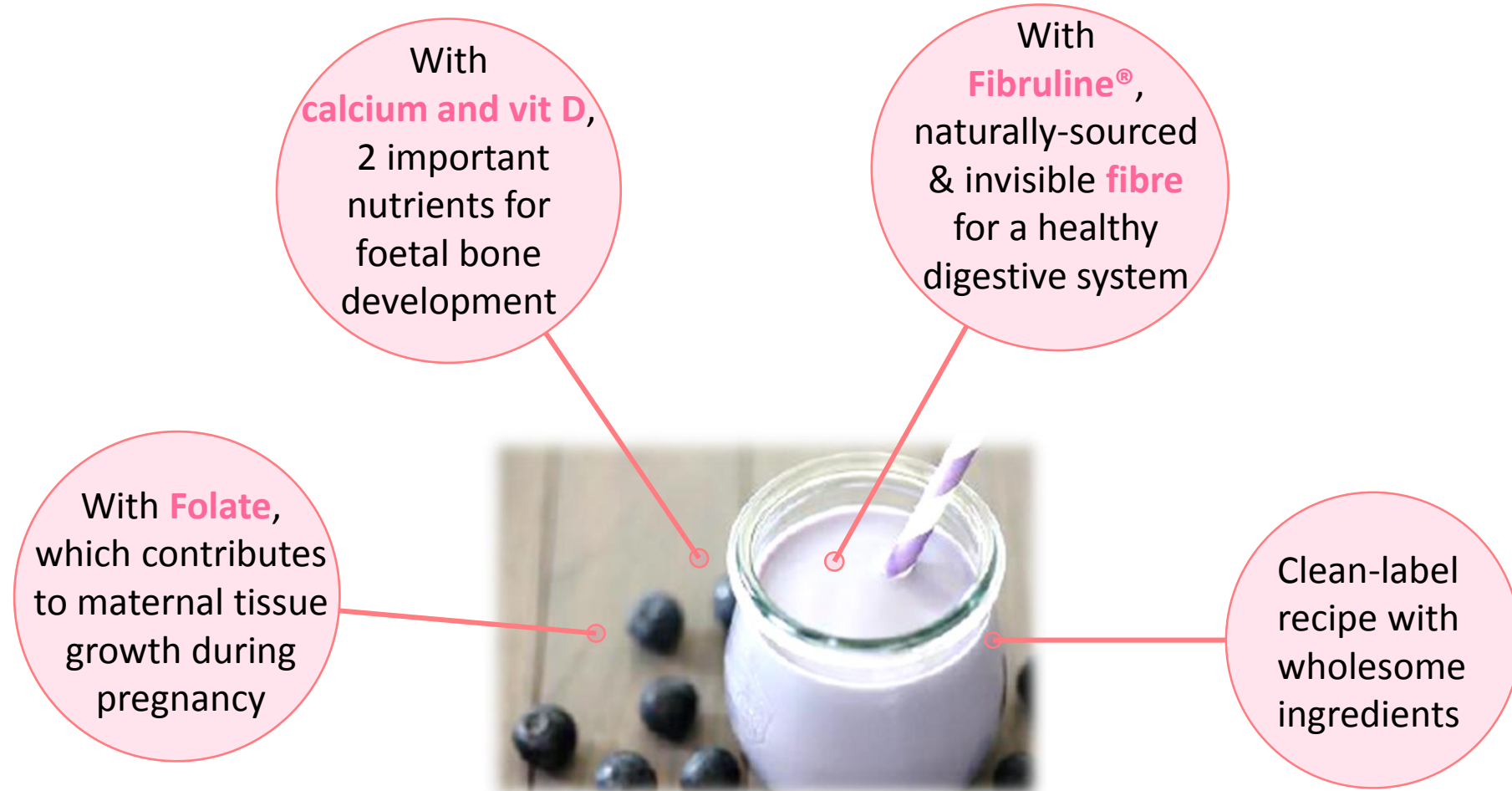
Addressing convenience seekers and busy consumers



*Breakfast Drink
On-the-Go*

With  fibruline®

Addressing specific health-conscious consumer categories



*Blueberry yogurt
drink for pregnant
women*

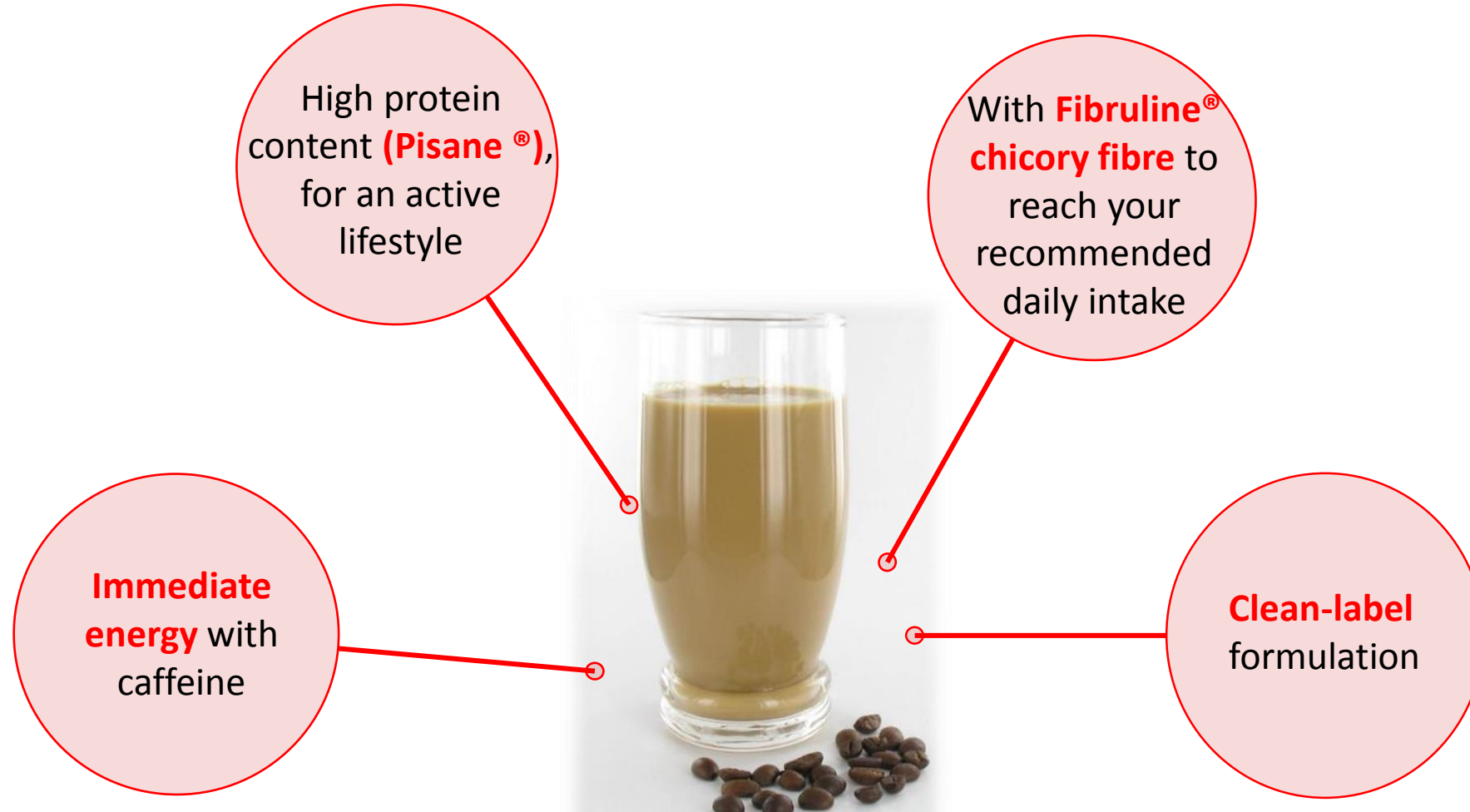
With  **fibruline®**

Addressing weight-conscious consumers



*Sugar-reduced
frozen yogurt*

Addressing active consumers



« **Vegg'Energy** »
drink

With  **pisane®** &  **fibruline®**

Conclusion

A woman with blonde hair, wearing a green tank top, is shown in profile, looking at a shelf of products in a grocery store. The background is filled with various packaged goods on shelves, creating a sense of a well-stocked aisle.

- After baby-boomers, Millennials are the consumers to address
- ...but a deeper knowledge of this consumer class is still needed in order to understand the different sub-categories
- More than ever, story-telling is key with millennials
- Ingredients manufacturers are more than just raw material suppliers: they can help you catch the new trends and speed up your market launches



THANK YOU!

