



FOOD & BEVERAGE

Consumers are ingesting more snacks, beverages, and meals in the home. In our current environment, additional emphasis is also being placed on a few key areas: products that protect and enhance the body's immune system and overall wellness, products that create a restaurant-quality experience within the home, and products that bring elements of convenience and comfort throughout the day. These evolving demands for new consumer experiences have also led to disruptive new product formats for the category.

1. MILK ALTERNATIVES

5. MEAL KITS

2. CONCENTRATES

6. PLANT-BASED

3. PROBIOTIC BEVERAGES AND SODA REPLACEMENTS

7. HEALTHY GUT AND MICROBIOME PRODUCTS

4. IMMUNITY-BOOSTING



1. MILK ALTERNATIVES

With the widespread popularity of plant-based and alternative milk, the alternative category has expanded to include new formats, textures, and ingredients. Since alternative milk is now used for cooking and other food items, consumers are interested in formats that provide versatility as well as extended shelf life.

PACKAGING: The packaging is smaller than traditional milk containers and designed for pouring or concentrates that can be scooped up easily. Glass tubs and plastic bottles are featured.



Mylko showcases a range of diversified flavors and textures such as oat cocoa, almond cashew coconut, and unsweetened coconut. The mylk comes in one-liter plastic bottles with a twist-off cap.



Modest Mylk features unsweetened mylk bases that can be added to water in either a glass or blender. Fresh mylk, once blended, will last up to 5 days in the fridge.

3. PROBIOTIC BEVERAGES AND SODA REPLACEMENTS

Due to the growing health concerns around drinking soda, consumers are looking for healthier options like kombucha, water kefir, and other probiotic beverages. These beverages are typically fizzy, low in sugar and provide a powerful flavor experience.

PACKAGING: Aesthetically pleasing glass bottles support carbonation and feature bold graphics and probiotic claims. Bottles can range in size and color, from clear containers to dark amber.



Kevita Sparkling Probiotic Drink mentions live probiotics and features bright ingredients on the front of its glass bottles to hint at an explosion of flavor inside.

Wonder Drink Kombucha features prebiotics in a 14 oz. glass bottle with a twist-off lid.



4. IMMUNITY-BOOSTING

As a society, we are transitioning from focusing on prevention to focusing on long-term wellness and products that boost our immunity.

PACKAGING: Mini 2 oz. bottles for quick shots at home, which can come in packs and bundles at the grocery store for an easy regimen. Glass bottles can also be used to help position a product's immunity-boosting ingredients as a higher-end version of the conventional counterpart.



Pressed Juicery has immunity-boosting wellness and vitality shots containing ginger, cayenne, and turmeric in 2 oz. mini bottles that mimic the brand's famous pressed juices.



Honey Gardens Elderberry Immune Boost beverage is an ultra-potent drink with juice from 300 elderberries. The glass bottle features a wrap-around label that highlights key ingredients.



Jarrou Beyond Bone Broth comes in a powdered format that remains shelf-stable for much longer than the refrigerated format. One scoop gets mixed with hot water for multiple servings of savory, sippable bone broth.



Chameleon Cold-Brew Concentrate is designed for multiple servings, making up to 48 ounces of cold brew once diluted with water or milk at home.

5. MEAL KITS

With increased cooking taking place at home, meal kits are growing in popularity and diversifying in the number of options and combinations available. Meal kits can range from a variety of single-serve portions of soups and salads to full family-sized dinners.

PACKAGING: A diverse range of condiments and sauces come in single-serving plastic bottles that can be added to a recipe during the cooking process. Single-serve meals often come bundled in ready to eat vessels, focusing on convenience and different user needs.



Hungry Root is a cross between a meal service and an online grocery store. Products like their lemon quinoa cup make convenient meals and snacks while allowing different family members to eat based on their unique preferences.



Saucefly sends gourmet sauces, spreads, dressings, and salsas, along with recipes, to help make preparing dinner at home easy. Products are typically housed in rigid containers in a variety of shapes and sizes, helping to diversify the look and feel of each shipment.

6. PLANT-BASED

Plant-based products and snacks continue to grow in popularity, updating traditional formats by utilizing a variety of vegetables, seeds, and nuts in their formulation. With the increased role that snacking plays in our diets, this trend extends to indulgent food items like queso.

PACKAGING: Containers come in a variety of formats but brands often factor in ease of use for snacking and quick meals. Glass and sustainable materials help to tie back into the health-based mission and values of the company.



True Made Foods has a plant-based, vegetable ketchup in a curvy inverted bottle that they claim is kid-friendly for easy squeezing,



Siete Cashew Queso is a dairy-free snacking product made primarily of cashews and vegetables. The glass container is made for dipping or reheating in a microwave with a wide mouth and twist-off lid.

7. HEALTHY GUT AND MICROBIOME PRODUCTS

There's a growing focus and awareness on how gut health impacts overall immunity and brain health. Consumers are looking for products with healthy gut claims as well as ingredients that promote healthy digestion.

PACKAGING: Glass containers that can be given a new life after use as well as containers that stand out visually on the shelf and showcase claims easily on the front of the pack.



Mother Raw Japanese Salad Dressing is a fermented dressing made with unfiltered apple cider vinegar. The glass bottle has a wider mouth, making it easier to pour the thick dressing over a bed of lettuce.



HninaGourmet places their raw cacao sprouted (for easier digestion) nut spread in a traditional glass jar with a twist-off cap.

THE FOREFRONT OF PACKAGING

We explore emergent cultural and category trends in order to recommend and develop consumer-preferred packaging solutions.

When you work with TricorBraun, you have access to world-class resources throughout all aspects of the packaging process. Our expertise includes everything to take your packaging from napkin sketch to retail shelf.

Whether you're looking for a stock package or a groundbreaking custom design, we work with flexibility toward the best solution for you.

If you have questions about this brochure or our services, please call 800-325-7782 or email marketing@tricorbraun.com



DREAM & DISCOVER

Lifestyle trends, brand objectives, purchase drivers, packaging formats

DEVELOP & SOURCE

Stock components, custom solutions, deco and labeling, supplier selection

DISTRIBUTE & MANAGE

Global footprint, managed inventory, logistics and service, reduced complexity

DELIGHTFUL EXPERIENCE

Quality assurance, speed-to-market, smarter solutions, limitless options



ADDRESS: 6 Cityplace Drive, 1000,
St. Louis, MO 63141

PHONE: 800-325-7782

EMAIL: marketing@tricorbraun.com