

***“Let’s develop  
meaningful products  
and brands in Food”***



# Introduction Elena Ozeritskaya

**Elena Ozeritskaya – Founder & Managing Director @ Fresh Insight**

**“We help Food companies develop meaningful products and brands in Food”**

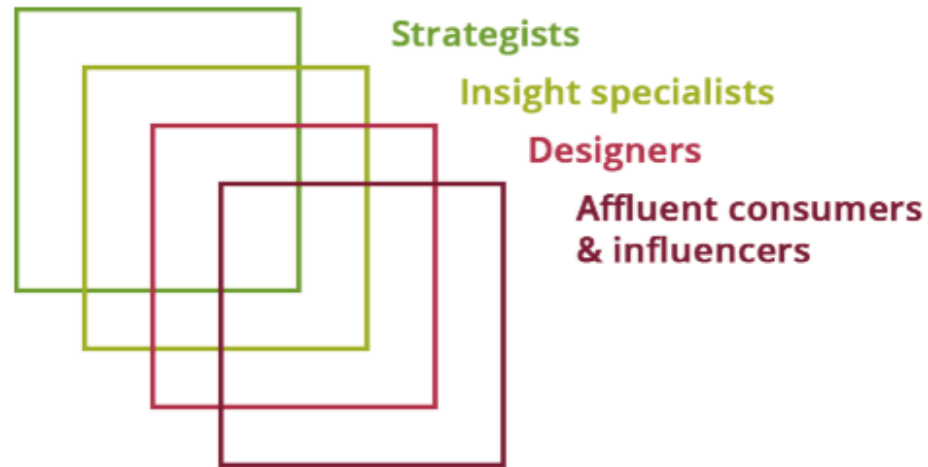
18 years of experience in consumer insight at Unilever, Philips & Syngenta,  
15 years in Food  
Proven track record of 15 years in developing and launching successful products and brands in Fresh Produce

Keynote speaker on Consumer Trends at PMA, Fruit Logistica & other Food conferences + in-company



# About Fresh Insight

**“We create value by bringing  
the right blend of skills together”**



## Our services

### Insight

Trend keynotes  
Cultural codes  
Focus groups  
Sensory testing

### Opportunity

Concept development  
& testing

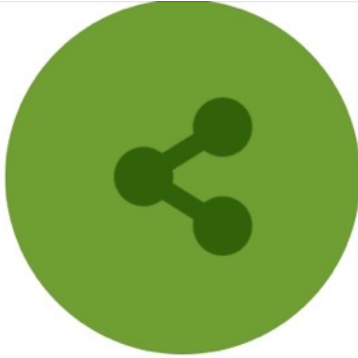
### Strategy

Innovation  
Brand  
Go-to-market  
Digital

### Realisation

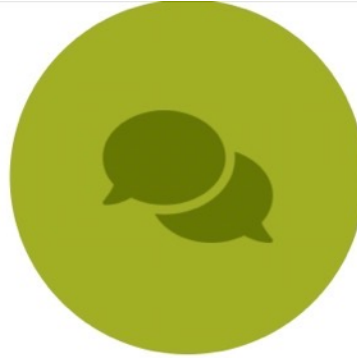
Value propositions  
Storytelling  
Brand & Packaging design  
Digital marketing  
Campaigns category  
managers, social, food  
bloggers

# Team Fresh Insight



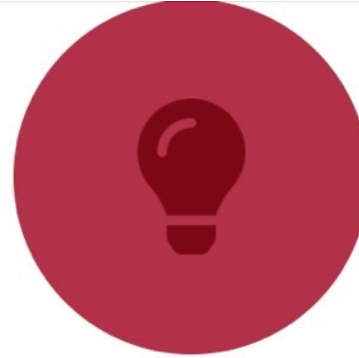
## Agile

Hands-on strategic thinkers with insight, design & food experience that believe great things can be done in an agile way and reasonable budget



## Collaborative

We involve food influencers and affluent consumers in our journey with our customers



## Innovative

We use (research, design, blogging, social, SEO) methods and tactics that create more impact and have better results.



## Human

We love what we do and our clients enjoy working with us.. Well, they keep coming back :)

**Bringing Fresh Insight is a wonderful challenge that demands people with a diverse set of skills and perspectives.**



**Tanse Guth**  
Insight Manager



**Rachelle Meyer**  
Concept Designer



**Frank de Hek**  
Digital Marketeer



**Boy Hiestand**  
Sales Activation



**Elena Ozeritskaya**  
Founder & Creative  
Director



**Sherry Kalpoe**  
Brand Designer



With over 15 years of experience in Food, working on Innovations and developing brands for:



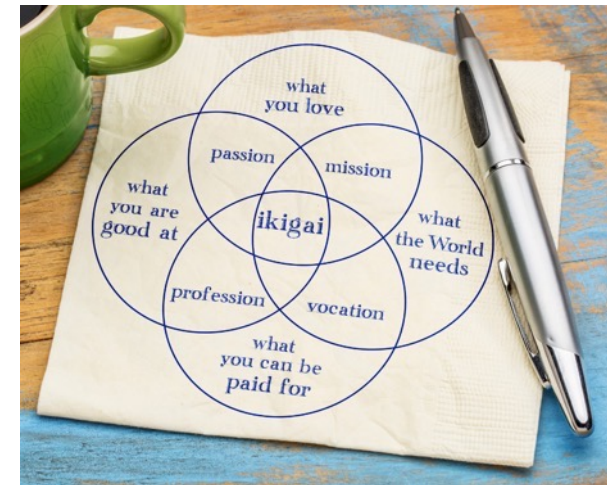
# We believe that brands should be build around consumer values

Food lifestyle brand with a value proposition around:

1. Health
2. Beauty
3. Taste
4. Inspiration



**Introducing Ikygai**  
Ikygai is a new consumer umbrella brand for fruit and vegetables developed by Top Seeds International that brings you food with a purpose.



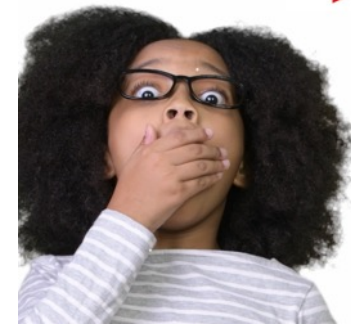


# Brands need to connect with young consumers

what's  
that..?



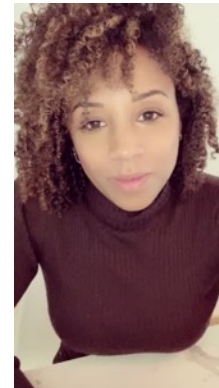
Hi :) I'm  
toma chöc



HEY  
There!



Round chöc



Discover our  
Cherry Choc  
tomatoes



Mini plum chöc

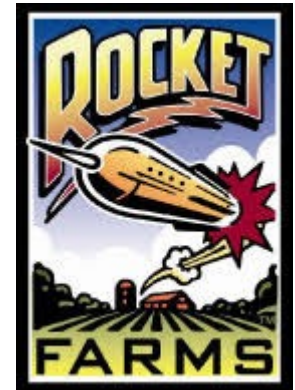


# Companies we have worked for...



HM • CLAUSE

syngenta



Total Produce.



Tomatech  
*The Art of Seed Innovation*

lc packaging®



TOP SEEDS



Corbion



PHILIPS

sense and simplicity



# 1. Consumer Generations & Food trends analyses Keynotes & Workshops





## 2. Concept development in a co-creation with consumers (1)



# Example of a Concept Format

CONCEPT TITLE:  
YOUR NAME(S):

WHY SHOULD THE CONSUMER BUY IT? WHAT IS THE CONSUMER'S INSIGHT/DRIVERS/MOTIVATIONS BEHIND THE CONCEPT?



CONCEPT DESCRIPTION:



WHO (CONSUMER PERSONA) WILL BUY THIS CONCEPT?

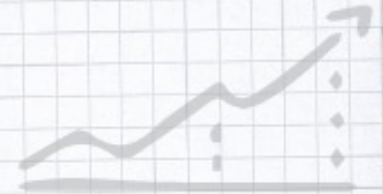


WHAT ARE KEY CHALLENGES FOR THIS CONCEPT (I.E. BREEDING, PRODUCTION, MARKETING, BRANDING, SELLING)?

WHAT IS THE WOW FACTOR IN THIS CONCEPT?

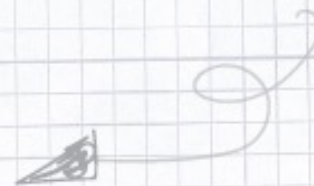


GO TO MARKET STORY (PRICE, PROMOTION, CHANNEL, PLACE, PACKAGING, PRODUCT):



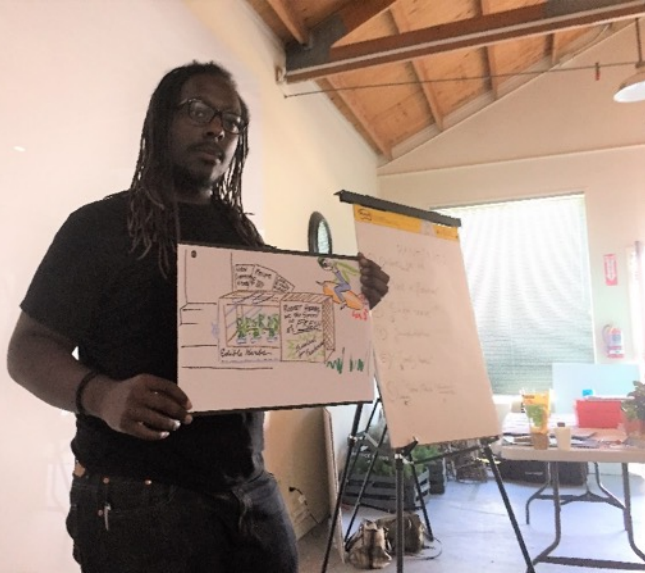
CONSUMER VALUE, TICK THE BOXES:

- |                          |                |                          |              |
|--------------------------|----------------|--------------------------|--------------|
| <input type="checkbox"/> | ADVENTUROUS    | <input type="checkbox"/> | LOCAL        |
| <input type="checkbox"/> | CONVENIENCE    | <input type="checkbox"/> | ORGANIC      |
| <input type="checkbox"/> | TASTE & FLAVOR | <input type="checkbox"/> | SEASONAL     |
| <input type="checkbox"/> | NUTRITIOUS     | <input type="checkbox"/> | FUN          |
| <input type="checkbox"/> | NOSTALGIC      | <input type="checkbox"/> | OTHER: ..... |





## 2. Concept development in co-creation with consumers (2)



# 3. Concept & Category vision Development for Food Clients in Fresh , Frozen & Processed –

## FICTIONAL CLIENT CASE STUDY

Explore opportunities for Apple Sauce based on Consumer Insight & Trends

### CONSUMER INSIGHTS

Moms have challenges to get their kids to eat vegetables

Moms want to hide veggies for their kids in their food

Moms sometimes use applesauce to mix veggies and hide them in their food

Consumers in general want to eat more vegetables and are looking for convenient and tasty solutions in doing so



### CONSUMER TRENDS

**Health:** adding/replacing wheat in bread/pasta etc. with vegetables

**Convenience:** getting your daily intake of vegetables more convenient and easy, like in smoothies etc.

**Indulgence:** getting your intake of (untasty) veggies in a tasty way like in smoothies, pasta etc.

### OPPORTUNITY

Develop applesauce product concepts with vegetables inside that look and taste great for kids and adults



# Concept Development describing the opportunity, value propositions, product and packaging sketches

**Product positioning:** healthy diversification on current applesauce assortment: applesauce with carrots, beetroot and greens

**Explore combination options:**  
50% apple, 50% veggies  
20% apple, 80% veggies

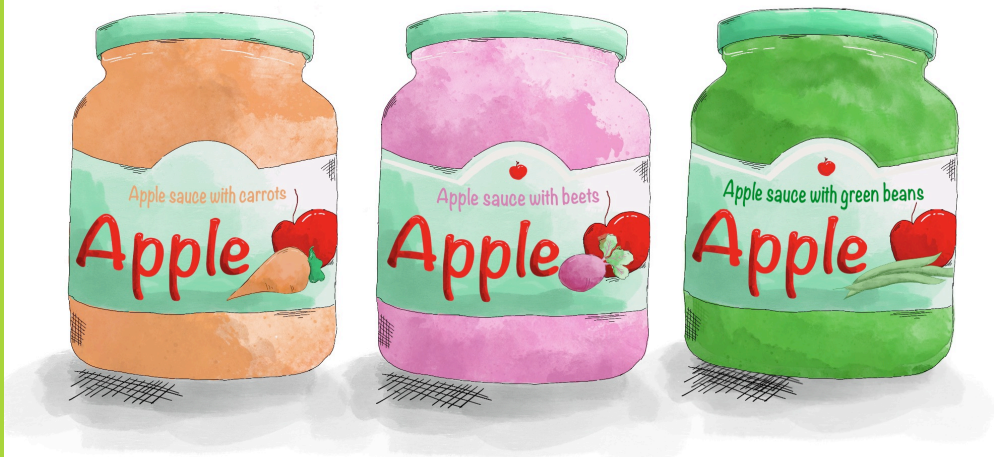
**Core audience:**  
Current applesauce buyers, Gen Y & Z, kids, Seniors

**Product placement:**  
Next to standard applesauce + kids food aisle

**Price:**  
Premium price



## Apple sauce with vegetables





# 4. Development of a strategic innovation & consumer co-creation in company processes



## 5. Development of value propositions for new products

What is the value of product x?

How is it different from competition?



How to create a distinguishing value proposition ?

## 5. Development of value propositions for new products

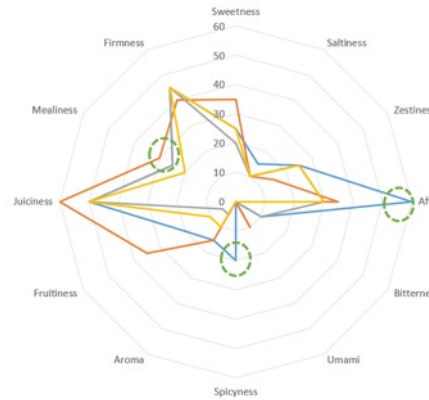




## 5. Sensory profiling with expert panel in a creative and agile way



Coming from Unilever  
and have > 10 years of  
experience in tasting  
products on weekly  
base



- 1) Training & defining key characteristics (~10) to evaluate products on: going beyond the standard attributes for product evaluation
- 2) Evaluate each product (max 5) on key characteristics ( 2 times)
- 3) Taste profiling of one product at end (like in wines): describing smell – taste – after taste

## 5. Concept co-creation (focus) group



Mix of young creative consumers, designers, chefs and vinologists



- 1) General discussion on product category
- 2) Feedback to new product: appearance, taste, storytelling, brand, packaging designs
- 3) Taste profiling new product: smell, taste & aftertaste
- 4) Concept development for new product in 3 groups

## 6. Taste Storytelling

**WHAT:** Development of an accurate and great storytelling around TASTE & FLAVOR

**WHO:** Involvement of Creative people from different backgrounds: Consumers, Food influencers, Vinologists, Expert panel, ....

**HOW:**

Define a scope  
"tomatoes"  
"blueberries"  
"mushrooms" or  
category as "soft fruit"

Co-Creation  
workshops with expert  
groups and consumers

***"This tomato brings you sweetness with aroma's of peach combined with a touch of sparkling citrus giving you the summer flavor you are looking for"***





## 6. Taste Storytelling – Bayer case study



/// **Vegetables**  
by Bayer

### Our Tomato Flavor Stories

Fresh  
Bite



Sparkling  
Fresh



Fruit  
Snack



Warm  
Sensation



Classic  
Rich



Royal  
Refined



New  
Spice



## 6. Taste Storytelling – Bayer case study





## 7. Brand development & activation: Go to market strategies and campaigns





# 8. Social Media & Campaigns



**Ikygai**  
24 followers  
[View full profile](#)



**Ikygai**  
24 followers  
3mo • Edited

The official Ikygai launch will take place at Fruit Logistica in Berlin! On February 5th and 6th we're hosting an Ikygai live cooking event at the Top Seeds stand located at Hall B CityCube/C-05. From 11.00 - 12.00 and 15.00 - 16.00 on both days. Like/comment on this post if we will see you there 😊




Experience Ikygai live cooking at Fruit Logistica  
Hall B CityCube/C-05  
Like/Comment if we'll see you there!

**IKYGAI - Food with Purpose | Live cooking event at Fruit Logistica**  
ikygaifoodwithpurpose.com

3

Reactions




Like Comment Share



Instagram

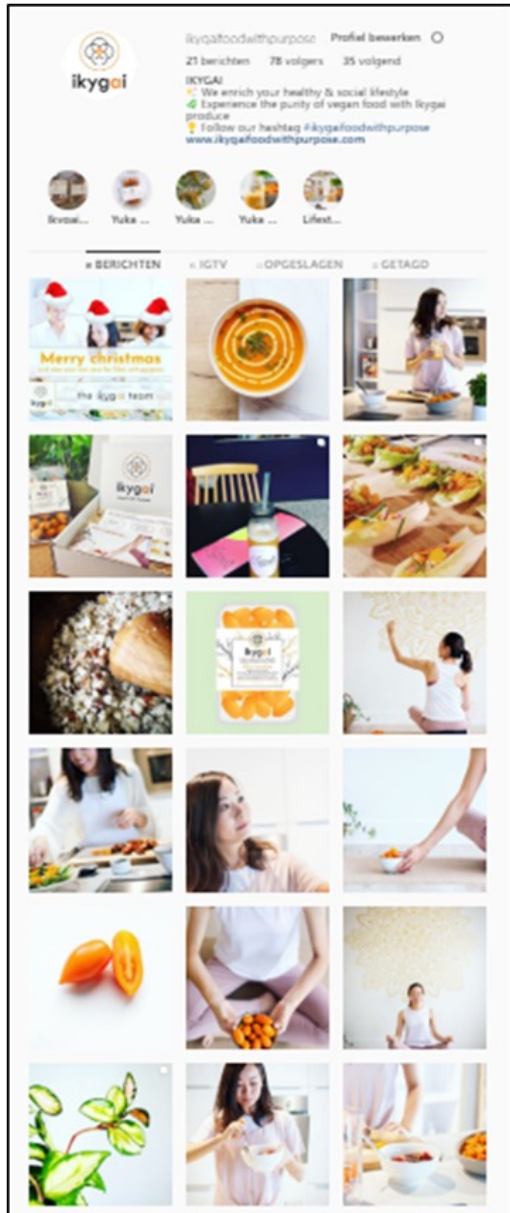
ikygaifoodwithpurpose  
Gesponsord



try our  
**Yuka tomato**  
smoothies | salads | snacking

[Meer informatie](#)


ikygaifoodwithpurpose Do you want to receive a FREE Ikygai experience kit and be one of the first to tr... more



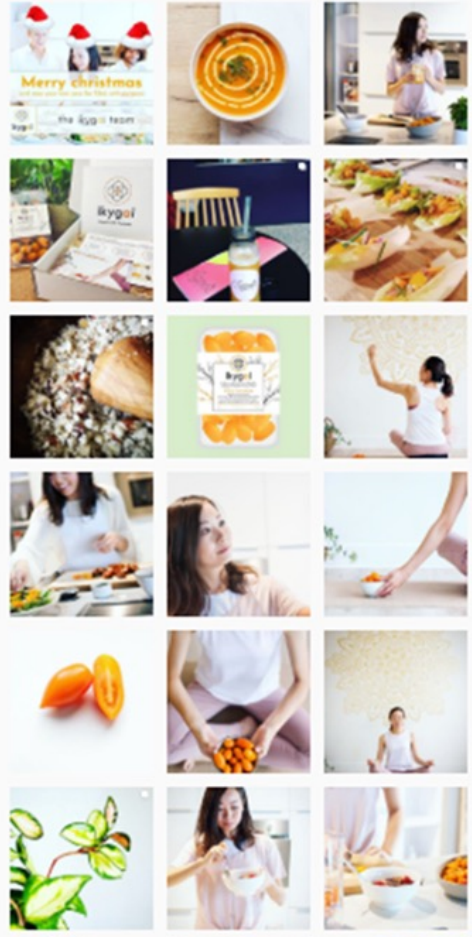
ikygaifoodwithpurpose [Profil bewerken](#)

21 berichten 78 volgers 35 volgend

**IKYGAI**  
We enrich your healthy & social lifestyle  
Experience the punty of vegan food with Ikygai produce  
Follow our hashtag #ikygaifoodwithpurpose  
[www.ikygaifoodwithpurpose.com](http://www.ikygaifoodwithpurpose.com)



BERICHTEN IGTV OPGESLAGEN GETAGD





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