

# Future Evolution of Beverage

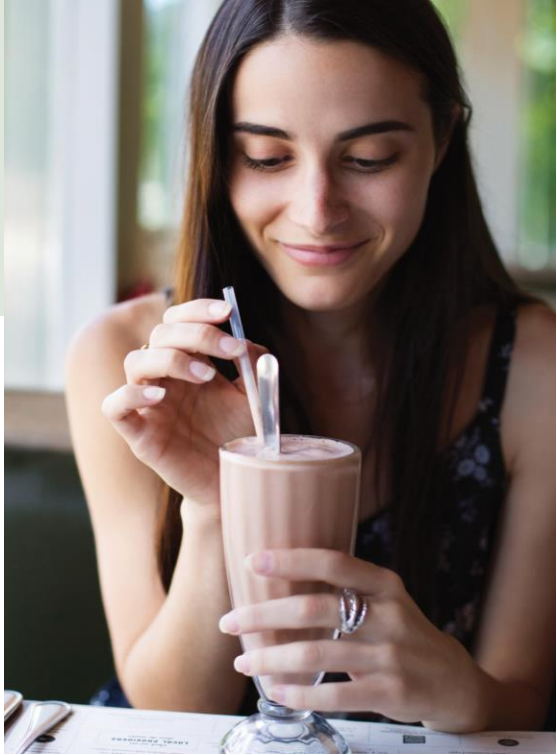
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Kerry

**KERRY**

# Breaking down nutritional beverage....

## 1 Better Basics



## 2 Getting More



## 3 Internet told me so



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# Better Basics



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# Better Basics

**LOW**  
Sugar

**NO ADDED**  
Sugar

Sugar  
**FREE**

**NO**  
Calories

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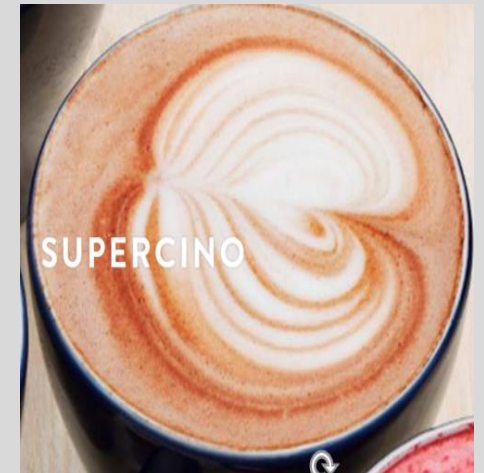
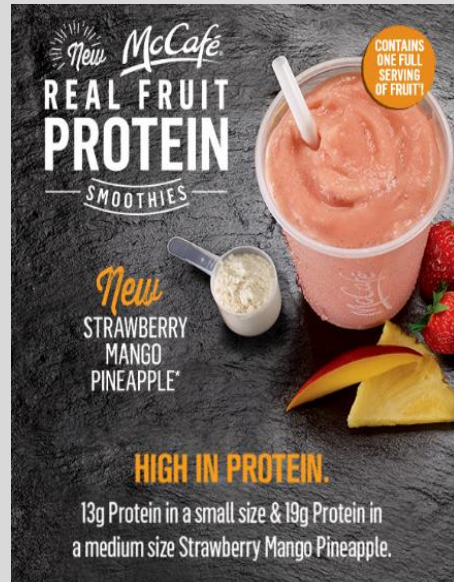


Getting more

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# Nutritional beverages are emerging in the food service...



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# Getting more

**VITS &  
MINERALS**

**PROBIOTIC  
Cultures**

**FRUIT  
& VEG  
Content**

**FIBRE  
Fortification**

**PROTEIN  
Fortification**

**FERMENTED  
beverages**

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The Internet told me so...



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The Internet told me so...

CACAO  
GINGER  
APPLE  
CIDER VINEGAR  
MATCHA  
CAMOMILE  
PEPPERMINT  
AVOCADO  
BEETROOT  
TURMERIC

The list goes on.....

The words "social" and "media" are rendered in large, 3D block letters. "social" is in a light green color and "media" is in a bright blue color. They are set against a background of soft, light blue clouds. Scattered around the text are various social media icons: a green envelope icon, a blue speech bubble, a red heart, a blue group of people, a blue speech bubble with three dots, a blue group of people, a red envelope, a blue group of people, a blue speech bubble, a red heart, a blue group of people, and a green Wi-Fi symbol. The entire scene is reflected on a glossy, light blue surface below.

social  
media

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# So what does all this mean for you?

3 key areas are key opportunities for growth.

## 1 Better Basics

Reducing sugar is here and is happening, but what if we started with a low/no sugar/calorie with natural and exciting flavours.

## 2 Getting More

Beverages that are enriched with vitamins, minerals, proteins, probiotics or fibres and taste great!

## 3 Internet told me so

Beverages that leverage the trends in “Consumer Perceptions” but are backed up with clinically proven ingredients to deliver actual benefits.



**You're in Expert Hands**

**KERRY**



A top-down view of a glass filled with iced tea. The glass contains a large ice cube, several fresh green mint leaves, and a light blue straw. The drink is garnished with lemon slices around the base of the glass. The background is a dark, textured surface, possibly slate, with more lemon slices and mint leaves scattered around.

Thank you