

Getting Back to Real Food: Why We Need to Course-Correct the Natural Products Industry

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Getting Back to Real Food: Why We Need to Course-Correct the Natural Products Industry



Ayeshah Abuelhiga
Mason Dixie Foods

GETTING BACK TO REAL FOOD

Why We Need to Course-Correct the Natural Products
Industry

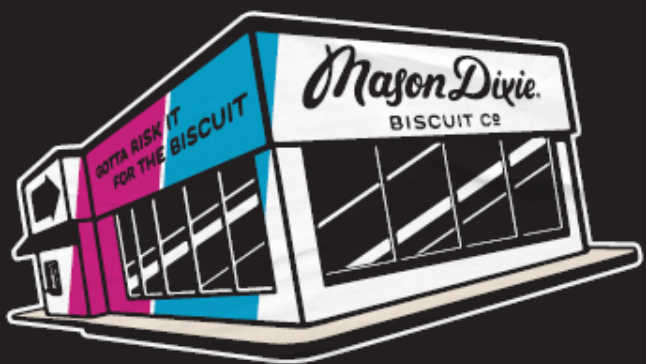
Presented by: Ayesah Abuelhiga
Expo West 2024

HERE TO LEARN!

1. What the new face of natural looks like
2. Ingredient watch-outs
3. Simplicity = opportunity
4. Back to Basics will lead to more shelf equity
5. Call to Action

Mason Dixie®

RESTAURANT BORN & BREAD™



Come Try Our BFY Craveworthy Sandwiches



Hall E
5630!

THE **BETTER-FOR-YOU** DRIVE-THRU **IN YOUR FREEZER**

Mason Dixie

Confidential. Not for external audiences.

MAKING PEOPLE FEEL GOOD ABOUT THE FOOD THEY CRAVE

SINCE 2014



Our original drive-thru restaurant that started it all.

Ingredients To Avoid In Processed Food

Acesulfame Potassium	Dextrose	Red 3
Artificial Flavors	Dimethylpolysiloxane	Red 40
Aspartame (Nutrasweet)	Enriched Flour	Sodium Benzoate
Autolyzed Yeast Extract	Erythritol	Sodium Nitrate
Azodicarbonamide	Fructose or Fructose Syrup	Sodium Nitrite
BHA	Gellan Gum	Sodium Phosphate
BHT	Guar Gum	Soybean Oil
Bleached Flour	High Fructose Corn Syrup	Soy Protein Isolate
Blue 1	Hydrolyzed Proteins	Sucralose (Splenda)
Calcium Peroxide	Locust Bean Gum	Stevia Extract (rebaudioside A or reb A)
Calcium Propionate	Maltodextrin	Synthetic Vitamins
Canola Oil	Methylparaben	TBHQ
Caramel Color	Monoglycerides and Diglycerides	Titanium Dioxide
Carrageenan	Monosodium Glutamate	Vanillin
Cellulose	Natural Flavors	Yeast Extract
Citric Acid	Neotame	Yellow 5
Corn Oil	Potassium Benzoate	Yellow 6
Corn Syrup	Partially Hydrogenated Oils	
Cottonseed Oil	Propyl Gallate	
DATEM	Propylparaben	

WHAT'S IN YOUR FAST FOOD?



1. Duck feathers and human hair (L-cysteine)
2. Sand (silicon dioxide)
3. Wood (cellulose)
4. Silly Putty plastic (dimethylpolysiloxane)
5. Petroleum-derived preservatives (TBHQ)
6. Soil fertilizer (ammonium sulfate)
7. Beetle juices (carminic acid, confectioner's glaze)
8. Meat paste-goop (mechanically separated meat, also known as "pink slime")

"Don't eat anything your grandmother wouldn't recognize as food"
- Michael Pollan

FOOD BABE
Vani Hari

We Do The Hard Stuff So Consumers Can Have The Good Stuff

- ✓ Only biscuit brand to use 100% real butter, dairy, and no stabilizers
- ✓ Proprietary clean-label sausage exclusive to Mason Dixie Foods made by the country's leading family-owned sausage manufacturers
- ✓ Only consumer sandwich brand with an American Egg Board certified egg patty
- ✓ Proprietary biscuit & waffle formulas using exclusive natural leavening system

Proud to say
NO
to over 200
ingredients:

- ✓ No Artificial Preservatives
- ✓ No Nitrites/Nitrates
- ✓ No Artificial Colors Or Flavors
- ✓ No Fillers or Stabilizers
- ✓ No Bleach
- ✓ No Gums
- ✓ No Hydrogenated Oils

MADE ✓ WITH
SIMPLE
INGREDIENTS
NO PRESERVATIVES



The Most Free-From Breakfast Sandwiches in the US!



Forbes

Why Now Is The Time To Reinvent Processed Foods

Errol Schweizer Contributor

Over 25 years of food industry expertise and retail innovation.

Follow

Mar 4, 2024, 06:00am EST



“

Overconsumption of UPF's like breakfast cereals, soft drinks, hot dogs, French fries, frozen pizza and snack chips to non-communicable diseases, including **type 2 diabetes, heart disease, colorectal and breast cancer, obesity, depression** and all-cause mortality.

UPF's are often **high in salt, sugar and fat** and are quite likely addictive.

They are **priced cheaper per serving** than minimally processed and whole foods.

They make up at least \$485 billion of the \$1 trillion U.S. grocery industry, or close to **50 cents of every dollar spent at checkout**.

About 70% of products across dozens of categories **made by CPG giants, including Kellogg, General Mills, Unilever, Kraft Heinz and Nestle**, are considered unhealthy.

UPF's **dominate shelf space, mindshare and wallet share**.

Over **\$25 billion in annual promotional trade** spend for BOGOs, end caps, and shelf specials, plus over \$14 billion a year spent on advertising, including **\$2 billion a year directed at kids**.

Even cravings can be manufactured.

”

BUT WE
ALREADY KNOW
THIS...IT'S WHY
WE ARE AT
NATURAL
PRODUCTS
EXPO!



There is a new threat to “Natural Foods”...



... and it's hiding under the guise of optionality and social/environmental equity...

“Natural” Has Become Synonymous with “Free From”

11%

of Universal Product Codes (barcodes, or UPCs) in stores in 2018.

16.9%

of all units purchased in 2018.

USDA, Economic Research Service, 8/2023



Quick Group Activity

NAME ALL THE
INGREDIENTS YOU
NEED TO MAKE
THIS:



Brand Found in a Natural Foods Store

18
ingredients

6
Types of Sugars

4
Gums & Starches

3
Stabilizers

INGREDIENTS: GLUTEN-FREE FLOUR (BROWN RICE FLOUR, POTATO STARCH, TAPIOCA FLOUR), SEMI-SWEET CHOCOLATE CHIPS (CANE SUGAR, UNSWEETENED CHOCOLATE, COCOA BUTTER), **PALM OIL**, BROWN SUGAR, CANE SUGAR, **FRUCTOSE**, **BROWN RICE SYRUP**, WATER, EGG REPLACER (POTATO STARCH, TAPIOCA FLOUR, LEAVENING [CALCIUM LACTATE, CALCIUM CARBONATE, CREAM OF TARTAR], **CELLULOSE GUM**, **MODIFIED CELLULOSE**), **MOLASSES**, **PREBIOTIC FROM NON-GMO TAPIOCA STARCH**, VANILLA EXTRACT, **GRAPE JUICE**, **RICE SYRUP**, BAKING SODA, SALT, **XANTHAN GUM**, **SUNFLOWER LECITHIN**.

Amount per serving	
Calories	130
	% Daily Value*
Total Fat 7g	9%
Saturated Fat 3.5g	18%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 110mg	5%
Total Carbohydrate 19g	7%
Dietary Fiber 1g	4%
Total Sugars 11g	
Includes 11g Added Sugars	22%
Protein 1g	

VS.



Amount per serving	
Calories	90
	% Daily Value*
Total Fat 4.7g	6%
Sat Fat 2.4g	12%
Trans Fat 0g	
Polyunsaturated Fat 0g	
Monounsaturated Fat 0g	
Cholesterol 9mg	3%
Sodium 46mg	2%
Carbohydrates 11g	4%
Fiber 0.84g	3%
Sugars 7g	
Added Sugar 7g	14%
Protein 1g	

84%

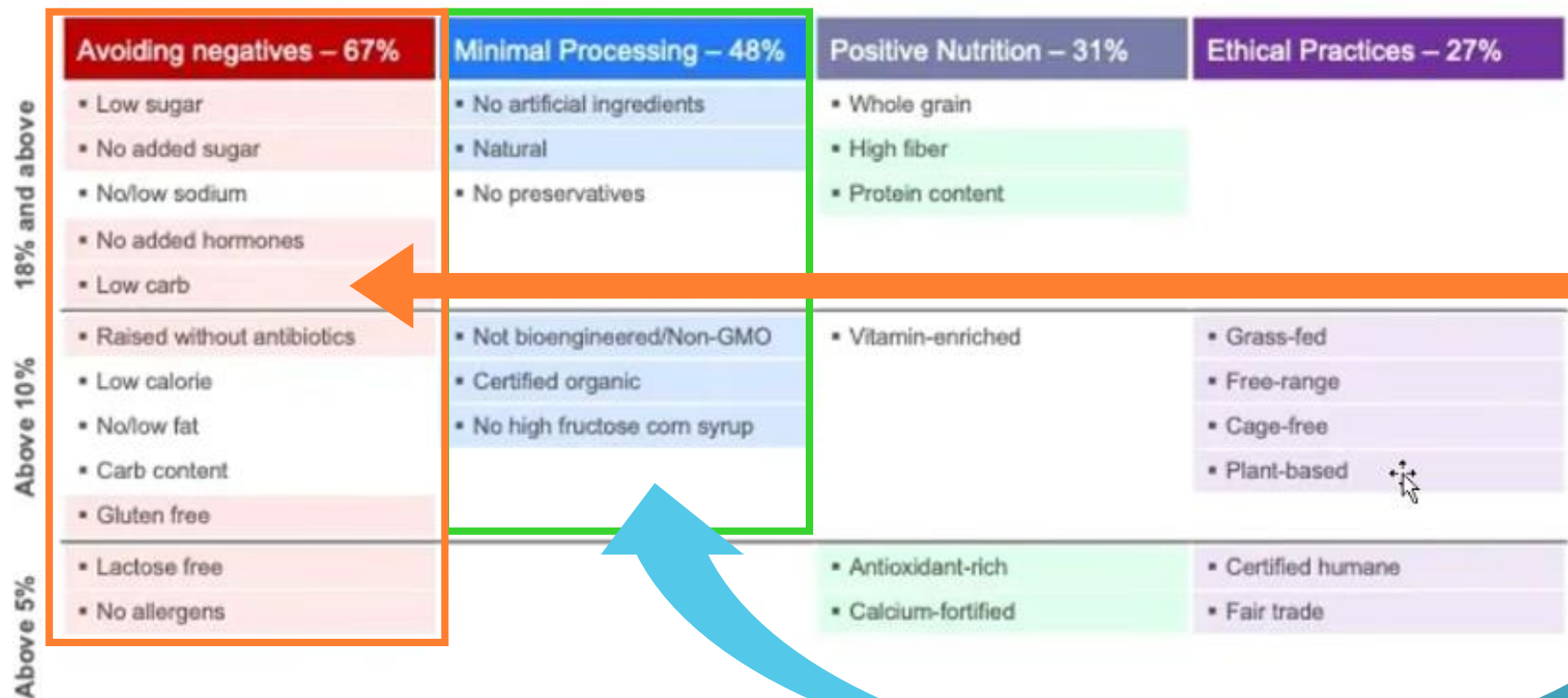
of Americans buy “free-from” foods because they want more natural or less processed options, according to Mintel.

The Dish on Free-From Foods | WholeFoods Magazine, March 2023

Issue #1:

“Free-From” Doesn’t Mean “Replace With”

Consumers are looking to avoid some ingredients as well as add others



In the quest to create products that avoid these,

we cannot forget that consumers still want “minimal processing”

Source: FMI/NOG The Power of Plant-Based Foods and Beverages report, 2022. Highlighting indicates the sales growth of the attributes in the last 52 weeks. The growth of total sales sales

“Replacing” Can Make Products More Processed!

Avoiding negatives – 67%
▪ Low sugar
▪ No added sugar
▪ Low carb
▪ Carb content
▪ Gluten free
▪ Lactose free

Our Industry Uses

- Sweeteners, Sugar Alcohols
- Erythritol
- Stabilizers
- Emulsifiers
- Protein Extracts
- RS4 Starches
- Oils
- Natural flavors

Creating Natural Food “Poisoning”

- × Blood clotting, stroke, heart attack and death
- × Kidney, GI, and reproductive issues
- × GI, digestive issues
- × Chemically-developed !!
- × Still requires amino acid balance = **MORE INGREDIENTS VS LESS**
- × Increased saturated fat
- × No protein (found in animal-based dairy)
- × GI issues, potential cancers
- × Can be chemically-developed!!

Stabilizers & Emulsifiers: Not All Are Created Equal



- CARBOXYMETHYLCELLULOSE (CMC)/CELLULOSE GUM
- POLYSORBATE 80 (P80)
- SOY LECITHIN
- SUNFLOWER LECITHIN
- MALTODEXTRIN
- PROPYLENE GLYCOL ALGINATE
- DIACETYL TARTARIC ACID ESTER OF MONO- AND DIGLYCERIDES (DATEM)
- SORBITAN MONOSTEARATE
- MONO- AND DIGLYCERIDES
- GLYCERYL STEARATE

Issue #2:

Adding Ingredients Without TRULY Understanding Their Purpose/Function

88%

of Consumers Want You To Help Them Live Their Values

<https://www.forbes.com/sites/solitairetownsend/2018/11/21/consumers-want-you-to-help-them-make-a-difference/?sh=55ad592b6954>

This Also Means Trusting Brands with Transparency in Ingredients and Sourcing

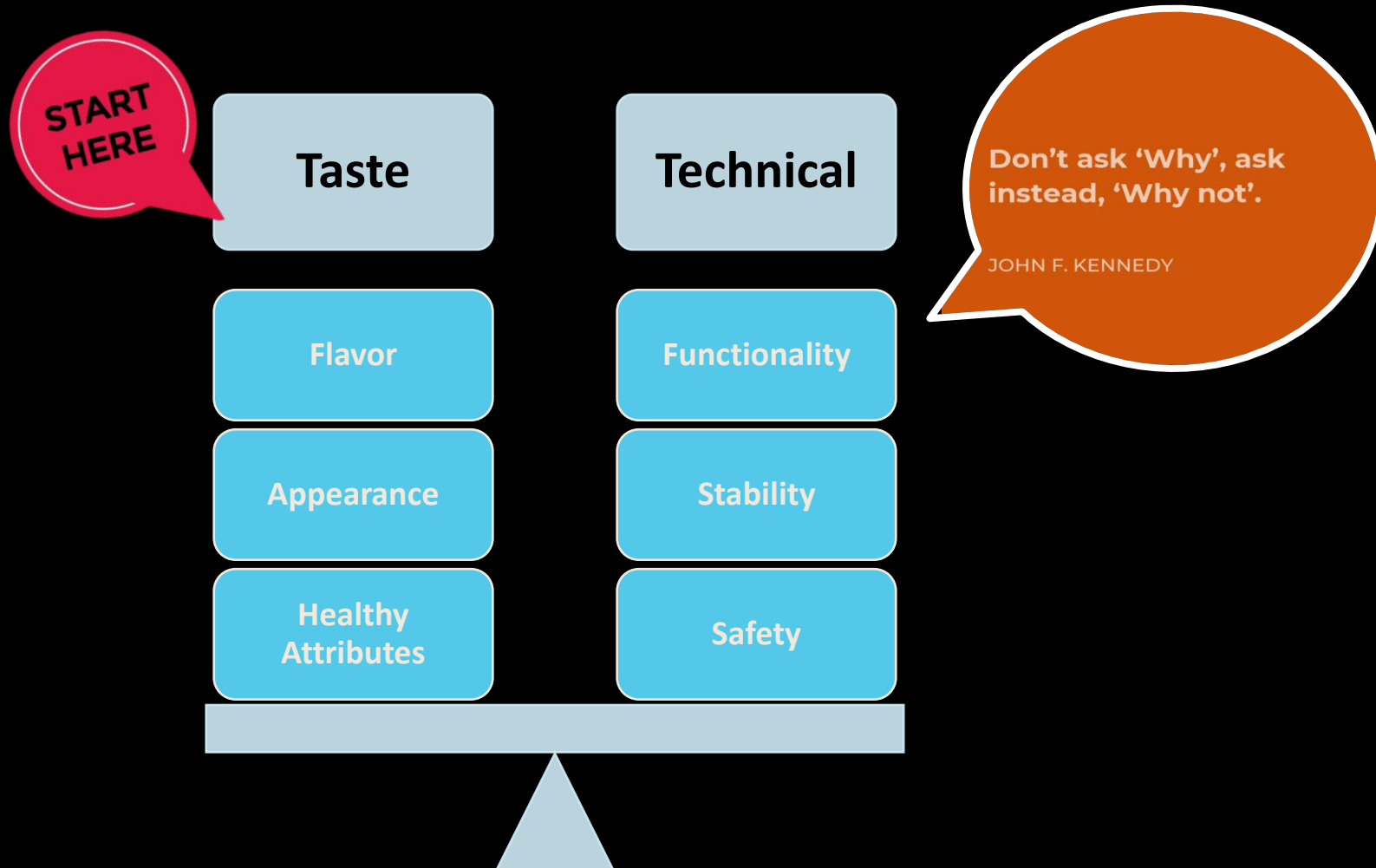
We have a duty to do the research for our consumers.

We have a responsibility to create trust in our ingredient and formulation choices.



 Spicy
★★★★☆ Taste ok
Reviewed in the United States on January 25, 2024
Size: 20 Fl Oz (Pack of 2) | **Verified Purchase**
Not the same taste as in restaurant, but ok.
[Helpful](#) | [Report](#)

We Must Strike a Balance Between the Art & Science of Food Product Creation



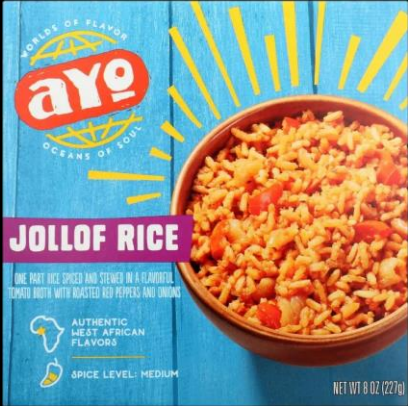
Issue #3:

Simplicity IS Natural...Let's Look Past the Claims to Invite Others In

- ✓ Simple/Familiar Ingredients
- ✓ Limited Ingredients
- ✓ “Whole” Ingredients
- ✓ New, Naturally Occurring Ingredients



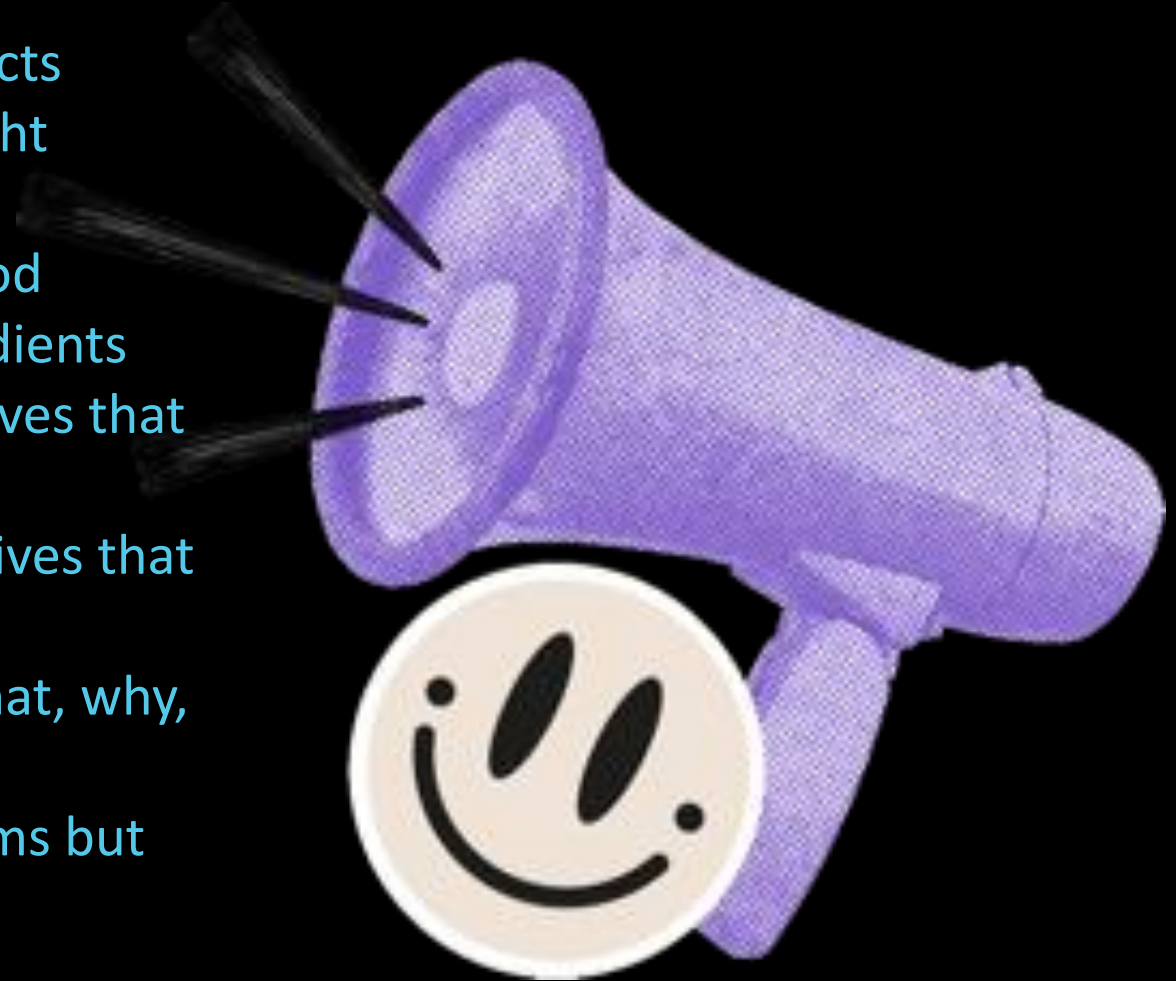
A Reliance on Claims Makes it Harder for Other Natural Brands Contributing to Other Consumer Values



Call to Action

As we continue to innovate and improve our products

1. Start with taste and use quality, store-bought ingredients as a foil
2. As benchtops move to manufacturing & food science, question the function of the ingredients
3. Challenge manufacturer requests for additives that support “efficiency” of the line
4. Research more naturally occurring alternatives that have similar functionality
5. Help your consumer – educate them on what, why, and how you make your products!
6. Support brands that don’t/can’t afford claims but have clean labels!



THANK YOU!

We Are *MasonDixie*®

FIND US IN YOUR FREEZER



CONTACT US!

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BREAKFAST AWAITS

Don't forget to stop by Hall E
Booth 5630!



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Q&A

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