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How the Pandemic Changed Impulse Purchases

Sales of impulse purchases are rising again as we enter a post-pandemic era, but look a little different now than pre-pandemic as retailers redefine the category to better fit consumers' needs. The pandemic caused consumers to visit the grocery stores less but buy more bulk items for their households. As a result, impulse purchases of individually wrapped items fell.



On the food manufacturer side, the task is to introduce sharing-size items that are both indulgent and healthy that consumers can enjoy while working, watching TV, or spending time with family. Consumers look for multi- and variety packs for a number of reasons including affordability, portion control, and variety. While these larger pack sizes worked well during the pandemic, rising inflation rates may cause consumers to start pinching their pennies even more.

Retailers are rethinking where and how to display impulse purchase items as consumers turn towards online shopping. As online shopping becomes more popular, retailers are taking advantage of 'quick commerce', or fast delivery that targets eating occasions based on the need to satisfy cravings quickly. For example, traditional grocers are partnering with DoorDash and UberEats, a partnership that works well for late night snacking and cravings. Although the idea of quick commerce is relatively new, in the last three months, 25% of consumers indicated using it for satisfying their sweet and/or salty cravings.

Sustainability is a Shared Responsibility

Over the past few years, the world has experienced a handful of events that shaped and continue to shape the world. First and obvious, we experienced a global pandemic that transformed the way we work, socialize, learn, and eat. Second, we experienced an economic crisis that was magnified by the pandemic. Third and lastly, we're experiencing climate change and how it's affecting the food and beverage industry. Luckily, these crises allow for us to rebuild in a more sustainable way.

Innova Market Insights Top 10 Trends has emphasized sustainability and named "Shared Planet" as the top trend forecast of 2022. This trend focuses on environmental issues and the need for consumers and industries to work together to fight for a more sustainable future. Sustainability is a hot topic for companies as they make efforts to become more sustainable. However, many of these companies are under criticism for setting unrealistic sustainability goals and greenwashing to boost profits and reputation. Today, balancing sustainability efforts and demands from shareholders is difficult, which is why sustainability is a shared responsibility.

On the industry side, food and beverage manufacturers are launching new products that have environmental claims on the labels and using upcycled ingredients in their products. These areas are growing rapidly as the amount of food and beverage using ethical labels rose to 6.6% and upcycled ingredients rose at a compound annual growth rate of 122%.

At Graceland Fruit, we take the health of our planet seriously and take steps to contribute to a more sustainable planet. Our areas of focus include organic agriculture and processing, water stewardship, energy consumption, and waste reduction. Click [here](#) to learn more about our sustainability efforts.



Superfruit Spotlight: Strawberries

May is National Strawberry Month, making it the perfect time to highlight our infused dried strawberries!

With summer just around the corner, now is the perfect time to add **infused dried strawberries** to your innovations. Our exceptional infused dried strawberries add a sweet, fresh, summertime taste as well as a unique combination of Vitamin C and essential nutrients. Whether it's a **salad** or **cereal**, our infused dried strawberries add that summertime taste and a handful of nutrients.

Are you looking for an ingredient that's sweet, delicious, and perfect for summer? Order your infused dried strawberry **samples** today!

A New Study Reveals that Eating Cranberries May Improve Heart Health

A recent study published in the journal *Food & Function* found that natural substances found in cranberries could boost the health of blood vessels as well as decrease the risk of developing cardiovascular diseases.

Researchers gathered 45 male participants and gave half of them 4.5 grams of freeze-dried cranberry powder to drink twice daily and the other half a placebo powder. Results showed that participants who consumed the cranberry powder experienced improvements in their vascular function based on flow-mediated dilation. In other words, participants experienced boosts of blood flow to their arteries from consuming the fruit.

Looking to add something nutrient-dense and delicious to your food **applications**? Order your cranberry **samples** today!



Early Morning and Late Night Snacks Rise as Traditional Breakfast and Lunch Fall

Market research company, the Hartman Group, analyzed more than 14,000 eating occasions and found a significant increase in the amount of consumers eating early morning and late night snacks.

In 2021, 23% of respondents reported eating an early morning snack or late night meal, up from 19% pre-pandemic. This shift comes at the cost of traditional meals, with the percentage of Americans eating

traditional breakfast falling to 59%. The percentage of adults who eat traditional lunch also fell to 62%, a decrease from 67% in 2020. Those eating traditional dinner also fell to 75%, a decrease from 80%.

This shift in eating habits may challenge some categories but it has also created opportunities for product innovation. While most consumers eat some sort of breakfast, traditional or nontraditional, the demographics of consumers seeking early morning snacks skew towards millennials, parents, and those employed full-time.

This provides food manufacturers and producers the opportunity to target these new eating occasions by introducing products that are convenient, fresh, nutrient dense, and customizable.

Our exceptional **infused dried fruits** are distinctly versatile and are suitable for every eating occasion. Whether it be our **infused dried strawberries** in cereal before work or our **infused dried cranberries** in a dinner **salad**, we've got the product profile to meet a variety of eating occasions.

Need some help **innovating**? Contact our **experts** today!

Upcoming Industry Events

IFT FIRST Annual Event and Expo

**July 10-13, 2022
McCormick Place,
Chicago, IL**

IFT FIRST stands for Food Improved by Research, Science and Technology. The world's leading food technology event plus the biggest B2B food expo makes a return to Chicago this year and we are SO EXCITED!

We will be participating in the event and expo having a 30x30 booth space in the South Pavilion.

Visit the Graceland Fruit booth - **S2041** and meet our team, enjoy samples, learn about our company, and more!



Consumers are Seeking Probiotics and Prebiotics, but Unsure of the Best Source

The International Food Information Council (IFIC) recently released Consumer Insights on Gut Health and Probiotics which revealed that 60% of Americans try to consume probiotics with 24% indicating that they try to do so multiple times a day. This is an increase from 2020, as only 31% of consumers were trying to consume probiotics and fewer than 20% were trying to consume prebiotics.

Some of the top reasons for seeking prebiotics and probiotics include supporting gut health, general health and wellness, immune health, and mental or emotional health. However, these goals are being hindered by confusion about what prebiotics and probiotics actually do, and how to find them. According to IFIC's research, about two-thirds of Americans are familiar with prebiotics and probiotics. Consumers aren't confident at identifying probiotics in their food and beverages and are relying on labeling to help determine whether a product contains probiotics. 44% look for 'contains probiotics' and 31% look for 'supports digestive/gut health.'

Additionally, consumers aren't sure where to find probiotics and prebiotics. The top products sought after for pro- and prebiotics are yogurt and fruits and vegetables. More realistically, probiotics can actually be found in fermented foods such as kimchi and sauerkraut.

This confusion around pre- and probiotics may discourage consumers from actively seeking them out. Other reasons for not seeking pre- and probiotics include having other more important priorities relating to their diet, perceiving probiotics as too expensive, and trying them but not seeing any changes.



We deliver *delight*.

Graceland Fruit, Inc. is a leading producer and global distributor of premium quality dried fruit ingredients for the food industry. Our exceptional product and service performance make it easy for innovative food manufacturers and providers to create delicious, on-trend products to surprise and delight their consumers.

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