MOVE OVER PLAIN BURGER, 2015 IS THE YEAR OF GLOBAL FLAVORS!

Millenialls are pushing the trends for an increase in flavor-forward foods, cooking at home, buying local and sustainable food, and knowing what they eat is safe. Craft, artisanal, and small-batch products are on the rise.

> People are getting over their fear of fat and seeking naturally-animal-derived fats.

IME TO CELEBRATE FAT AS A

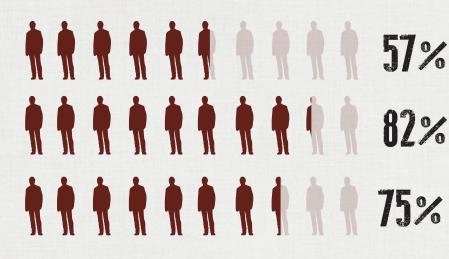
TREND ALERT:

Cooking at home

Just over seven in 10 meals (72%) are prepared in home

> Exploring global flavors 1. Sweet + heat 2. Sour, bitter, and tangy 3. Umami 4. Smoke and oak 5. Middle Eastern and North African

roodie MOVEMENT IN THE U.S.



CONSIDER THEMSELVES ADVENTUROUS EATERS

ARE OPEN TO TRYING **NEW FLAVORS**

ARE INTERESTED IN FOOD & CULTURE DISCUSSIONS

food safety

What are consumers in the U.S. most concerned about when it comes to shopping for food?

SAID GETTING SICK FROM SOMETHING THEY EAT IS TOP OF MIND

SAID CHEMICALS IN FOOD OR PACKING IS THEIR HIGHEST SAFETY CONCERN

AMERICANS EAT NEARLY

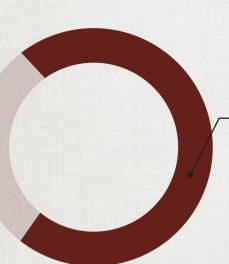
A YEAR. WHICH TRANSLATES TO

THREE BURGERS A

FOR EVERY SINGLE PERSON IN THE US



local & sustainable **MOVEMENT**



U.S. CONSUMERS PREFER TO BUY FOOD IF ITS ORIGIN IS KNOWN

ACCORDING TO DIETITIANS, CONSUMERS ARE LOOKING FOR MORE ECO-LABELS

SAY THAT LOCAL IS WHERE IT'S AT

SAY THEY LOOK FOR SUSTAINABLE FOODS

Why Angus Brands'

Locally sourced fresh ingredients

Global flavor fusions

Small-batch, handcrafted ingredients

Convenient

Easy to prepare and customize in your own kitchen

A good fat that actually tastes good and appeals to a wide audience

Supporter of "Buy Local" campaign. We purchase packaging that comes from local vendors, is recyclable, sustainable, and leaves a small footprint.

Safety is paramount: We prefer to do better than industry safety standards and have incorporated an additional three safety and sanitation programs for a total of six.

SOURCES:.

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www.angusbrands.com