

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

Millennials 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.

## 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

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

## TIME TO CELEBRATE FAT AS A BETTER BURGER

## foodie 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?

34% SAID GETTING SICK FROM SOMETHING THEY EAT IS TOP OF MIND

23% SAID CHEMICALS IN FOOD OR PACKING IS THEIR HIGHEST SAFETY CONCERN

AMERICANS EAT NEARLY

## 50 BILLION BURGERS

A YEAR, WHICH TRANSLATES TO

## THREE BURGERS A WEEK

FOR EVERY SINGLE PERSON IN THE US



## local & sustainable MOVEMENT

2/3

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

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

38%

SAY THAT LOCAL IS  
WHERE IT'S AT

31%

SAY THEY LOOK FOR  
SUSTAINABLE FOODS

## Why Angus Brands' BOLD BURGER?

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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3. <http://fleshmanhillard.com/2014/06/food-beverage-agribusiness/food-trends-influence-consumer-purchasing-patterns/>
4. <http://www.ift.org/food-technology/past-issues/2014/november/features/top-5-flavor-trends.aspx?page=viewall>
5. <http://www.foodinsight.org/articles/2014-food-and-health-survey>



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