People and Planet should be at the heart of the food innovation journey

SHAPE TASTE SIZE



COLOR

DISCOVERY

with unmet needs.

Choose an affirmative, strategic topic. Gather data. Understand & empathize

SOUND FLAVOR MOUTHFEEL

CONSISTENCY AROMA

OPACITY

Create. Innovate

INGREDIENTS

Optimal health and growth,

sustainable development

PROCESSING

SAFETY

ITERATE & SCALE Evaluate. Learn.

Algae such as spirulina are

sustainable food sources dense in micronutrients and proteins (see p. 84)



Algae

Final testing, approval and launch.

AFFORDABILITY

AVAILABILITY PRICING SHELF-LIFE

Think big, act small, fail fast: learn from end-users and refine.

Encapsulation technologies such as fungi and polymers

can improve micronutrient bioavailability and acceptability (see p. 30)



Encapsulation technologies

Cultured meats



Cultured meats can increase access to animal-source foods while shrinking their environmental footprint (see p. 35)

FUNCTION

NUTRITION ENERGY

WELLNESS

(RE)FRAME OPPORTUNITY

Look for patterns & insights. Question assumptions. Define



INCUBATE

Switch gears. Feed your brain with diverse stimuli. Meditate. Sleep on it.



SATIETY

foods draw on emerging microbiome science to improve nutrition and gut and overall health (see p. 53)

Probiotic fermented

IDEATE | ILLUMINATE

Experiment, Explore possibilities. Envision a desired future. Co-create in a diverse team. Make your ideas visible. EVALUATE | REFINE IDEAS

What is desirable, feasible, viable about your ideas? What are the

Probiotic fermented **PACKAGING**

CLEAN LABEL

SUSTAINABILITY

PROCESSING PACKAGING ORGANIC INGREDIENTS

foods

STEPS IN THE FOOD **INNOVATION JOURNEY FOOD DIMENSIONS FOOD PRODUCT ATTRIBUTES**



SHELF LIFE PROCESSING INGREDIENTS

