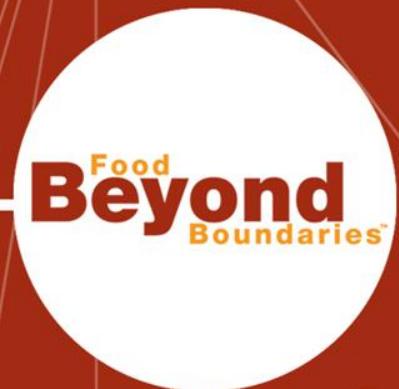




GRIFFITH
LABORATORIES®

Consumer-Driven Innovation



Presented To:

Chicago Section Institute of Food Technologists

March 11, 2013

Outline

- History of Food Innovation
- Griffith's Innovation Culture
- The New Consumer
- Consumer-Driven Innovation Process
- The Future
- Summary



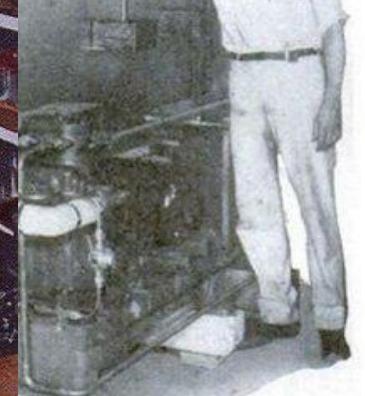
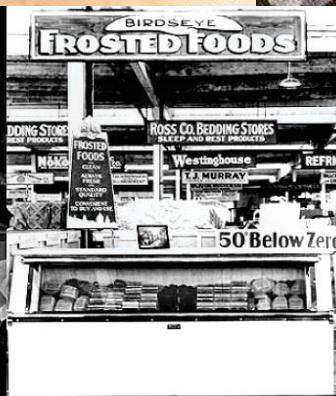
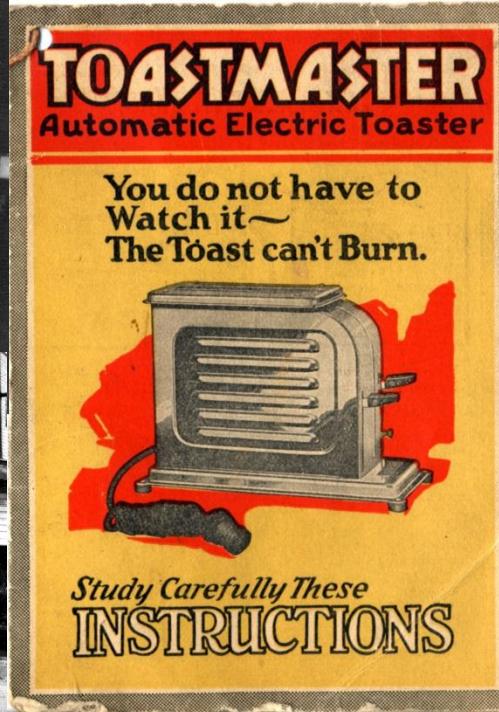


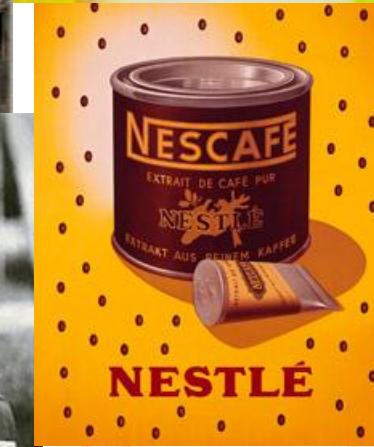
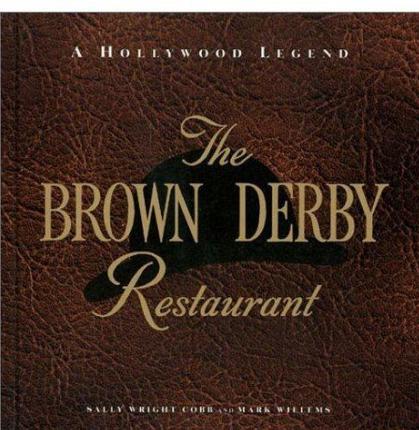
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History of Food Innovation

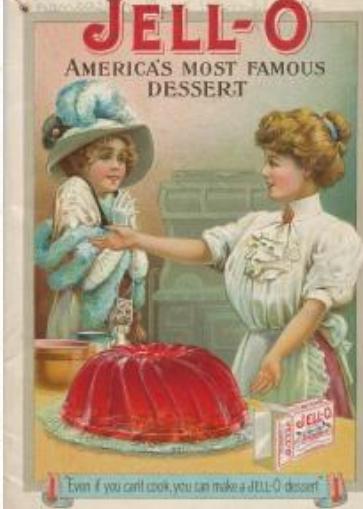
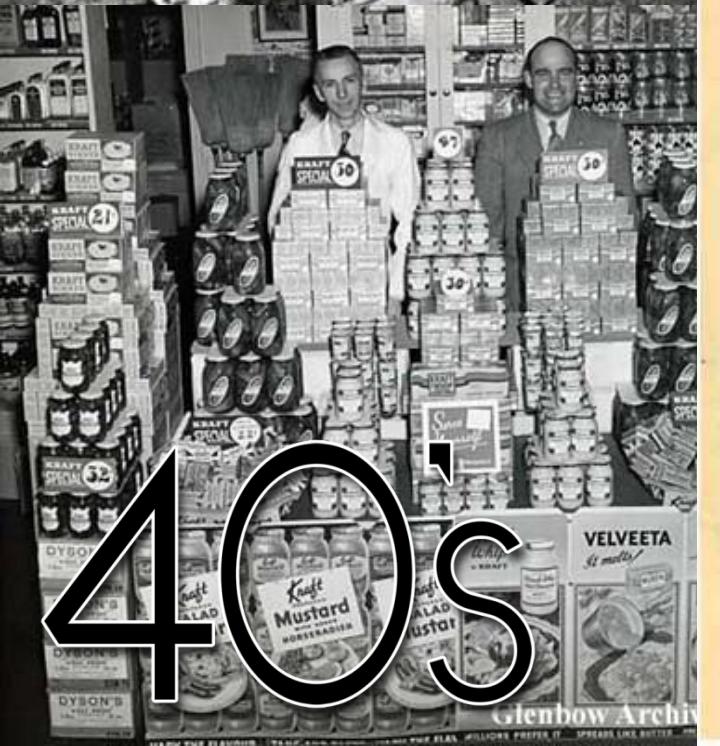


20's





Seedless Watermelon
Produced by Student



50's



It's the *New lighter* Duncan Hines Angel Food!

*Lighter than if you selected
and separated the eggs yourself!*



"The fluffier the egg whites, the higher the Angel Food!" says Duncan Hines, America's authority on good eating. That's why you get 12 extra-fresh egg whites in Duncan Hines new Angel Food Mix. Every egg selected for freshness, full volume. Specialty separated, too, so you get every bit of all the whites. No other mix gives you this egg-quality blend. No eggs you could beat yourself whip up so light and fluffy. You'll see the difference the first time you try Duncan Hines new Angel Food Mix. Look for the bright new box. *One of ten new cake mixes... all Duncan Hines delicious!*



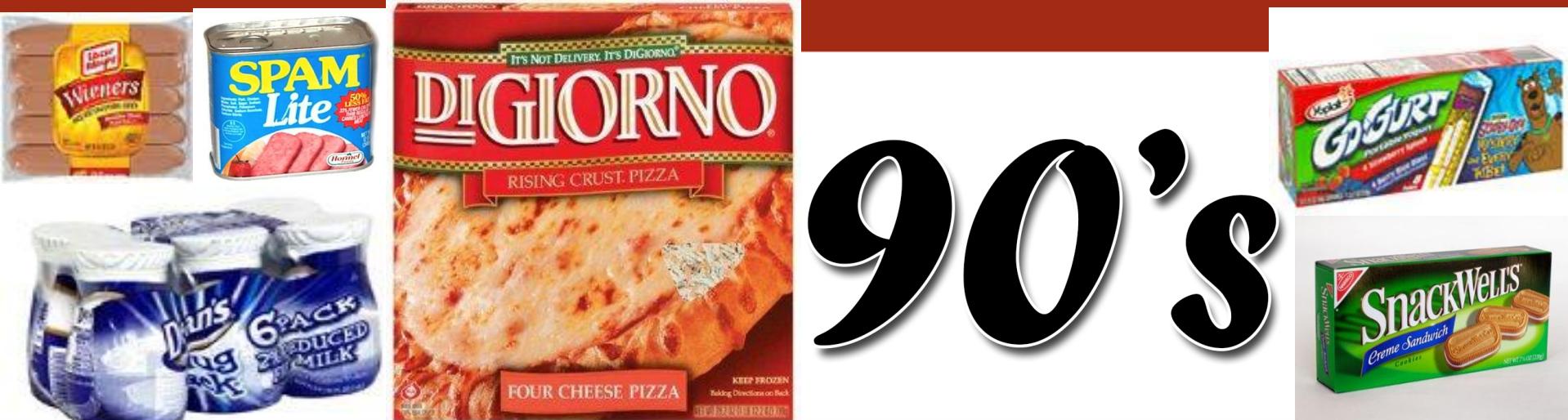
60's



Unbreakable milk.

Maybe you never thought of it that way. Or noticed that your milk comes in plastic-coated Pure-Pak cartons. Or that cream, whipped cream, orange and lemon drinks and fruit juices come





90's





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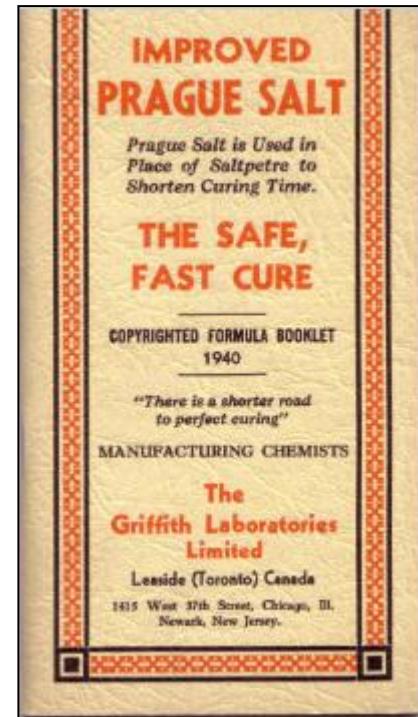
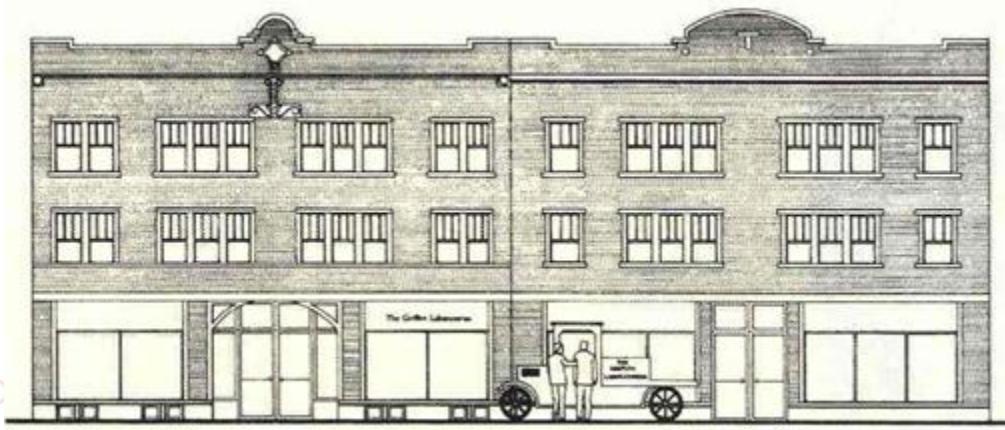
Griffith's Innovation Culture

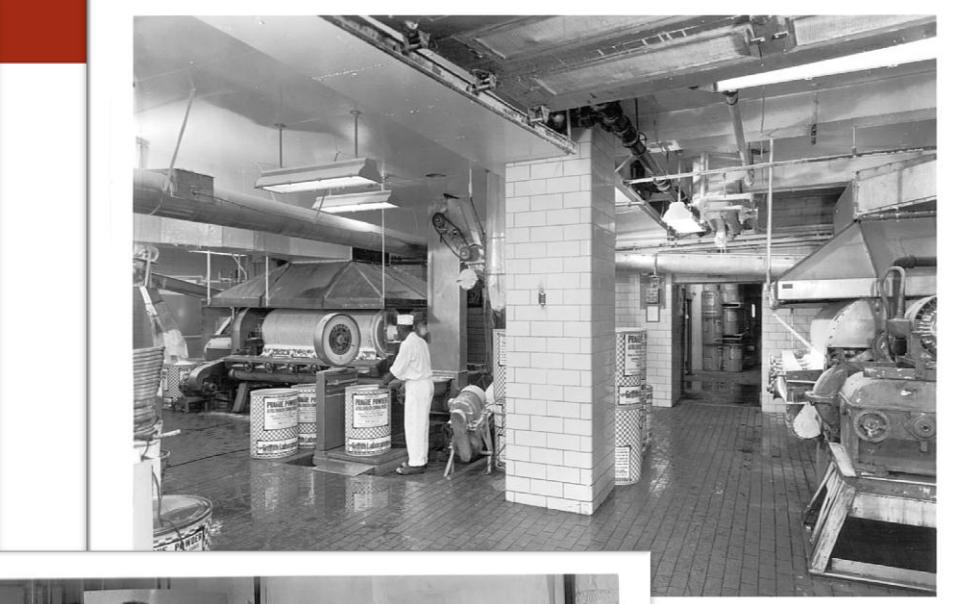
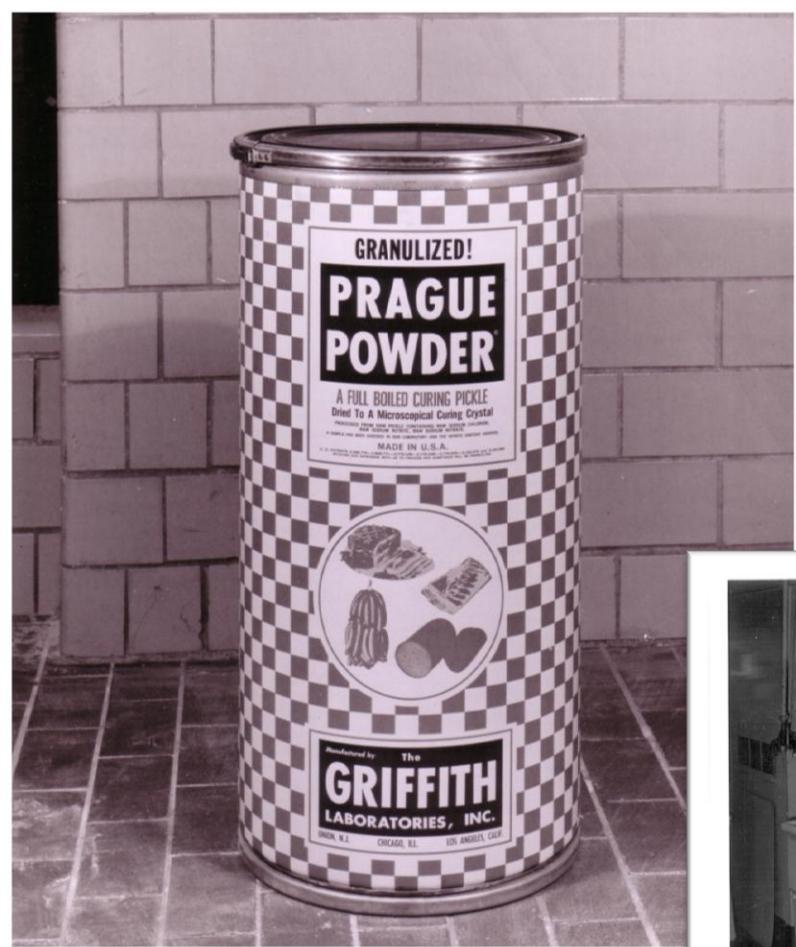


OUR FIRST COMPANY PHOTOGRAPH



Griffith Processed Flour (GPF)





Stitch Pump... Needle with holes used to pierce ham and pump in sweet pickle cure

Artery Pump – Process for pumping cure in the arterial system of ham (90 days cure to 12 days)

"BIG BOY" PICKLE PUMP
STRINGING MACHINES
AND
ERADO POWDER
A Germicide and Disinfectant

▼

...THE...
GRIFFITH LABORATORIES
1415 West 37th Street
CHICAGO

GRIFFITH LABORATORIES, Ltd.
1 Industrial Street Leaside, Ontario
Toronto 12

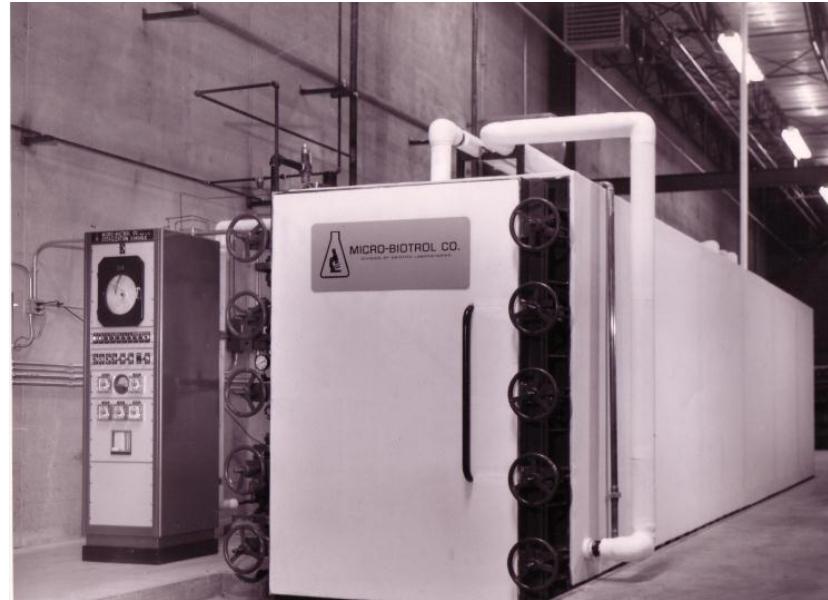
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Bacteria – Free Liquid Seasoning...
oleoresin and or the volatile oil from spice
dispersed on salt & dextrose.

Ethylene Oxide Sterilization– Griffith
Purified spices patented; retorts developed,
expanded beyond for use in medical industry



Griffith's®
CUSTOM
STERILIZATION
CONTRACT
SERVICE . . .

VACUGAS®
the original patented
100% ethylene oxide and
100% propylene oxide
sterilization process

to STERILIZE and to PURIFY

Effective Economical Microbiological Control
for FOOD INGREDIENTS • COSMETIC POWDERS •
PHARMACEUTICALS • PACKAGING •
MEDICAL DISPOSABLES • LABORATORY DISPOSABLES

For further information write Manager Sterilization Contract
Sales at our Chicago Headquarters

Boundaries™



GRIFFITH'S

*Equipment List
and Repair Parts*

BIG BOY PUMPS
STAINLESS PERCENTAGE SCALES
HYDRAULIC HAM PRESS
VACUUM HOOD UNITS
POWER STRINGING MACHINES
PUMPING NEEDLES and
REPAIR PARTS

THE
GRIFFITH LABORATORIES
1415 WEST 37TH STREET
CHICAGO

Griffith Design & Equipment Company- Pumps, Scales, presses, emulsifiers and more.



GRAFFITH'S LIVER SAUSAGE MASSAGE MACHINE (Lima)

IMPROVE YOUR YIELD • NO MORE REWORK DUE TO FAT OUT OR RENDERING OF LIVER SAUSAGE. • KNEADS FAT BACK INTO SAUSAGE • INSURES THAT FAT DISTRIBUTION IS UNIFORM IN SPITE OF RUSH OR LABOR TURN-OVER

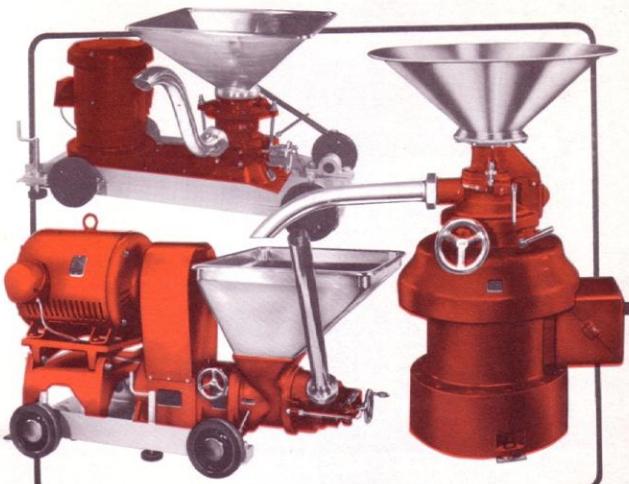
HIGH SPEED—Recommended for liver sausage in cellulose (C.M.V.P. or R.P.) or plastic casings.

LOW SPEED—Recommended for liver sausage in natural casings and AC casings. Note: Avoid rotating or "whip" with natural casing product.

COOLING—Best results when sausage is cooled to 85°F to 90°F, chill immediately following massaging.

Usual practice: Feed from water bath at 70°F.

Discharge into chill bath with ice water.



**GRIFFITH'S
MINCE MASTER®**

MODEL NO. 475-1000.....	100 HP
MODEL NO. 460-1000.....	60 HP
MODEL NO. 589-1000.....	85 HP
MODEL NO. 457-1000.....	50 HP
MODEL NO. 450-1000.....	50 HP
MODEL NO. 455-1000.....	50 HP
MODEL NO. 528-1000.....	28 HP



GRIFFITH LABORATORIES

1415 WEST 37TH STREET, CHICAGO, ILLINOIS 60609
UNION, N. J. • REMINGTON, IND. • UNION CITY, CALIF. • LOS ANGELES



STILL THE BEST
GRIFFITH'S MINCE MASTER® EMULSIFIERS

From pre-ground meat to coarse or fine textured emulsion in half the time of conventional "silent cutters" . . . that's the proof of the Mince Master® Emulsifiers' superiority. The basic design that modernized emulsification remains unchanged. A steady suction pulls the material through an arrangement of blades and perforated plates. The replaceable plates are available with different sized perforations enabling you to produce emulsions of any or a wide variety of textures. Because the processed material continuously pours from a stainless steel tube, manufacturing operations can be streamlined in your Sausage Kitchen. Maintenance and sanitation are simplified due to the easy accessibility of the cutting chamber. The Mince Master® Emulsifier gives you increased production capacity, less handling and trouble-free operation.

A 60 horsepower model and other variations are available. For more information call or write today.



* Design and Construction of the Griffith Mince Master® Emulsifier is C & MS accepted.

Food
Beyond
Boundaries

100% Fat Solubility

ANTIOXIDANT WHICH CONTAINS PROPYLENE GLYCOL AS A SOLVENT REMAINS UNDISSOLVED IN OIL

ANTIFATANT WHICH CONTAINS MONO-GLYCERIDE CITRATE IS COMPLETELY DISSOLVED IN BAKING OIL

Maximum Oxidative Stability

with **Griffith's G-50 ANTIOXIDANT**

GRIFFITH CARRIES YOUR INVENTORY

AND MAKES PRODUCTIVE SPACE AVAILABLE

INTRODUCING

GRIFFITH'S UNIT-PACK

A custom service that eliminates the big inventory required to match the price of all critical ingredients in a batch formula. Saves the labor of handling, weighing, mixing. Releases valuable space for production. Assures uniform quality, every batch.

FOR DETAILS WRITE OR PHONE...

THE GRIFFITH LABORATORIES INC.
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GRIFFITH'S Purified SPICES

AND NATURAL GROUND SEASONINGS

Without Doubt -
Your Best Assurance of
PURE Spice Flavor
and Control of
Contaminating Microorganisms

Recommended for
Frozen Foods
and All
Processed Foods -
Perishable and
Non-Perishable

Typical Microorganism Counts on Commercial Samples Before and After VACUGAS® Treatment				
	Total Bacterial Count/gm.	Untreated	Treated	
		Untreated	Treated	
Ginger	920,000	6,000	1,700	0
Black Pepper	4,200,000	18,000	1,200	0
Sage	11,000	500	400	0
Red Pepper	3,800,000	22,000	1,200	0
Coriander	520,000	1,000	60,000	0
Nutmeg	300,000	10,000	40	0
Cinnamon	130,000	0	5,000	0
Oregano	26,000	0	1,400	0

VACUGAS® TREATMENT OF SPICES

Quality control depends upon "clean" ingredients as much as upon equipment and employee sanitation. Don't risk contamination. Safeguard flavor and shelf-life by using Griffith's Purified Seasonings.

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LOS ANGELES UNION CITY, CALIF. UNION, N.J. ATLANTA, GA.

Antioxidants, purified spices, Vegamine, Emulsifiers, soy protein Concentrates, Liquid Smoke, Chill Milled Spices and more...



the MIX
APRIL 2010

Hot off the Grill! Grillable Coatings

Summer time... is grilling time!

Griffith Laboratories has grillable coating systems that deliver a crisp coating to chicken breasts, patties, or fish fillets from the BBQ grill.

Perfect for BBQ!

Product **Grillable Coated**

Batter **Grillable Batter**

Breading **Grillable 2721 Breader** (fine orange, paprika-style blend)
Grillable 3226 Seasoned Coater (lightly seasoned (dairy-free) flour and crumb blend)
Grillable 652 Breader (paprika-Honey-style batter)

For further details, please contact your Griffith Laboratories account manager today.

Go beyond expectations
with new **Liquid Sauces**
from **Griffith Laboratories**.

Fresh, Authentic, Convenient, Versatile.

Food Beyond Boundaries

the MIX
APRIL 2010

NO GLUTEN ADDED
Coating System

NEW!

A complete non-wheat, rice-based coating system that delivers a light crispy texture and golden brown colour for oven-baked applications.

INTEREST IN GLUTEN IS GROWING

- Celiac disease affects approximately 1% of the population, but the number of people who are gluten sensitive may be much higher.
- 25% of consumers are trying to avoid gluten in their diets.*
- Over the next five years, sales of gluten-free products are expected to exceed \$5 billion in the US* with double-digit growth in both Canada and in the UK.

*The American Celiac Association, NPD Group's Dining Monitor, *Packaged Foods, Snacks & Beverages in U.S. & *International International Food Information Council.

MADE WITHOUT:

- Wheat or Gluten
- Milk or Casein
- Eggs
- Soy
- Nuts
- MSG
- Trans Fat
- Artificial Colors
- or Preservatives

CHICKEN	US Code	Canada Code	Product Name
Product	1304301	13045001	NCA SAVOURY O&G PD
Batter	13049001	44130901	NCA 3201 BATTER
Breading	13289001	13615701	NCA SAVOURY CTR

FISH	US Code	Canada Code	Product Name
Product	13146301	13148401	NCA LEMON HERB PD
Batter	13049001	44130901	NCA 3201 BATTER
Breading	13616101	13615901	NCA LEMON HERB CTR

APPLICATIONS:
Poultry, Fish, Seafood and Vegetables

STANDARD PROCESSING EQUIPMENT:
Designed for existing batter and breading equipment

PROCESS:
Pan-fry, fully cook (optional), freeze-oven reheat

For further details, please contact your Griffith Laboratories Account Manager today.

Bread Crumbs, Adhesion systems, Coatings Systems for baked and fried applications, Flava Glazes, Authentic liquids systems, flavors and more..



Food
Beyond
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GRIFFITH
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The NEW Consumer



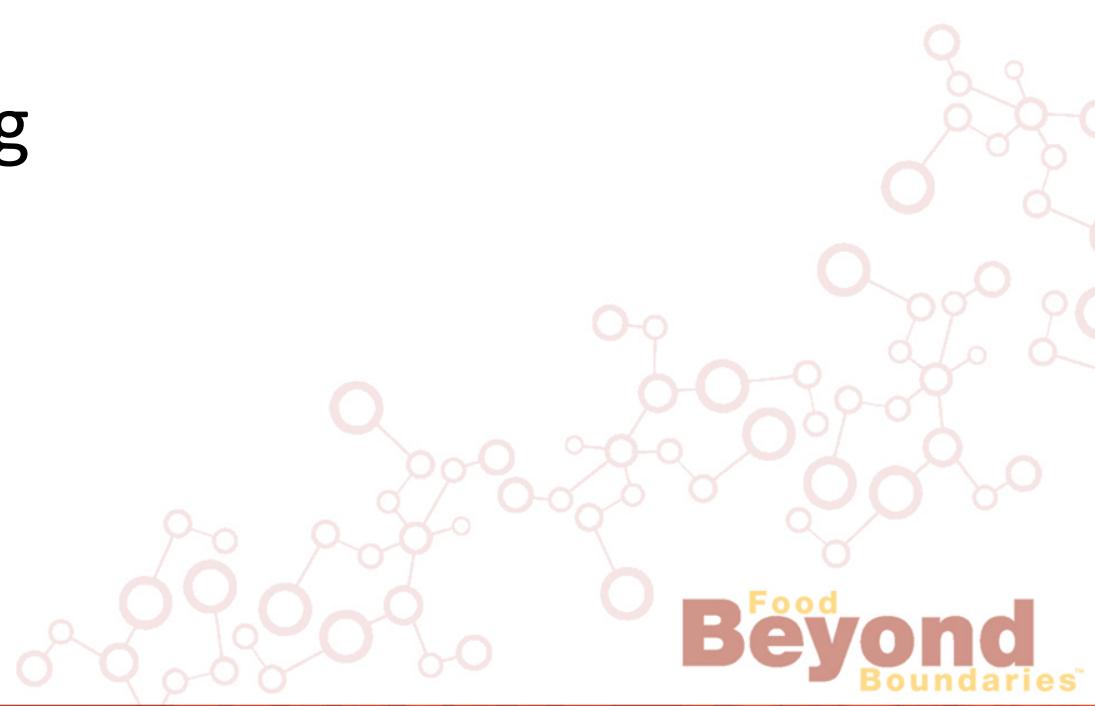
The Consumer is Changing...

- There is a shift in both personal and consumer values, as people rethink what is important and how they want to live. In their personal lives, people are craving a more meaningful and satisfying approach to living. They want to dig deeper and feel more connected to other people and to higher-minded goals. In their consumer lives, people have grown weary of disposable goods, excess consumption, and endless attempts to move up to nicer cars, bigger homes, and the latest in everything; instead, they are finding value in downsizing and “substance shopping”.



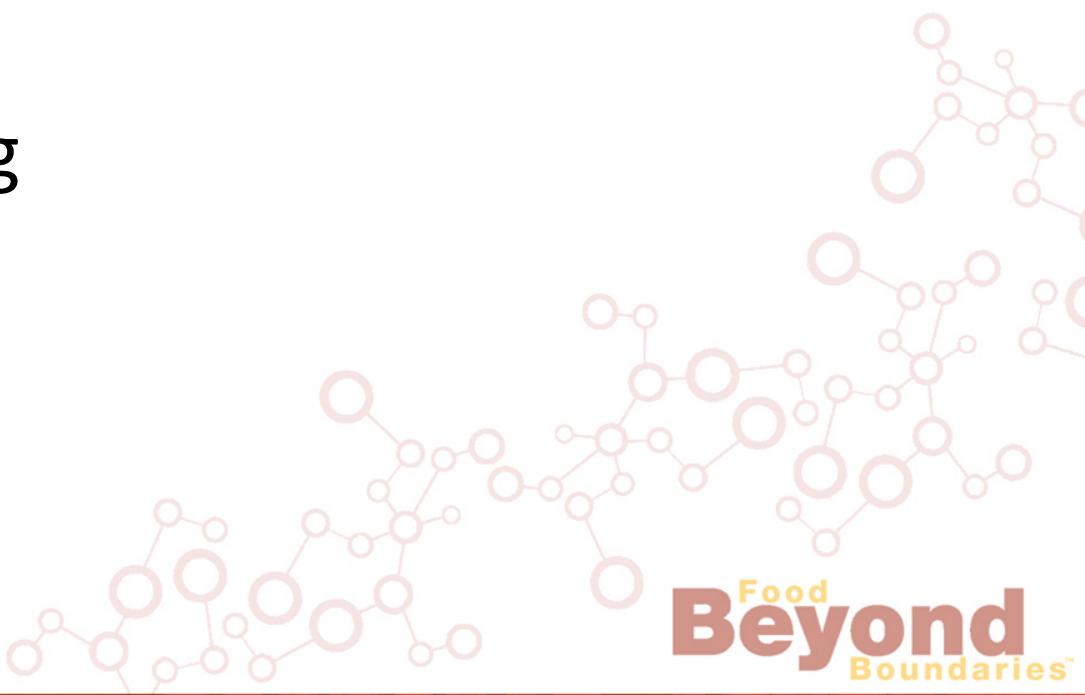
The NEW Consumer

- Convenience
- Health Awareness
- Individualism
- Digitalization
- Experience Seeking



The NEW Consumer

- Convenience
- Health Awareness
- Individualism
- Digitalization
- Experience Seeking



Convenience

Drivers

- Working women
- Multitasking
- Changes in household structure
- Expectation of immediacy
- Time is the most precious commodity



Convenience

CHANGE IN POPULATION BY AGE
2017 vs. 2007

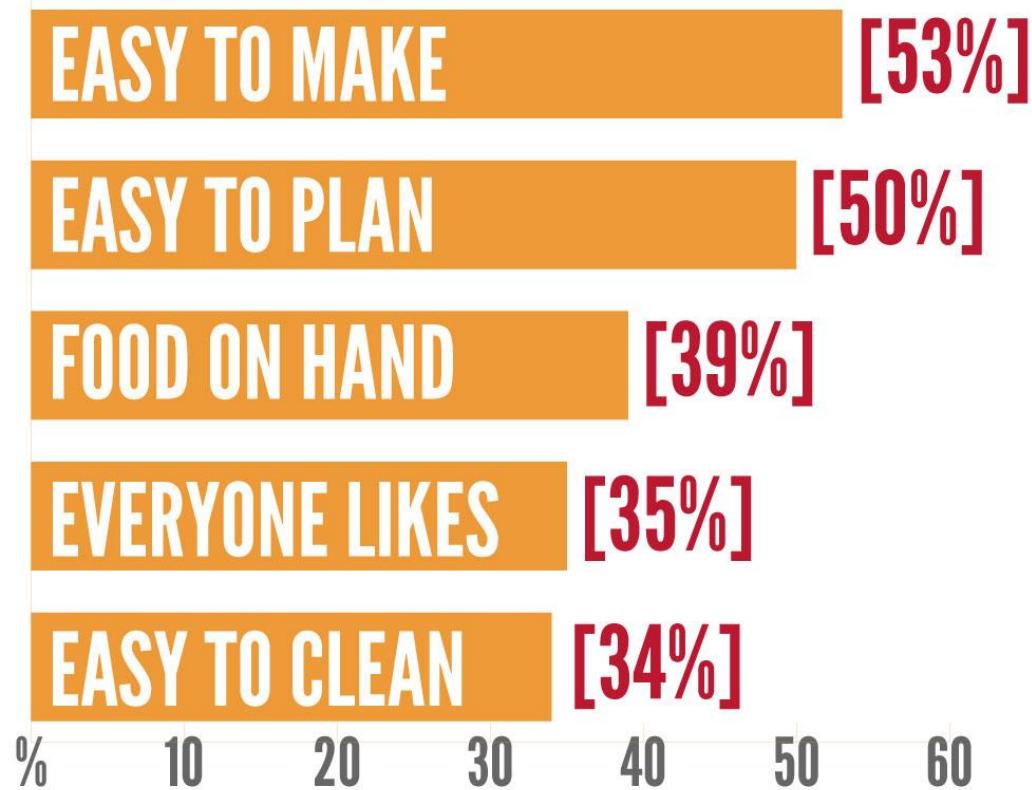


Key Drivers:
Age and Gender

- Seniors and 20's – First group has money, Second lack of time and skills.
- Women – responsible for food = demand for **convenience**.

Convenience

- Busy, “on-the-go” consumers place a premium on convenience packaging.
- 1965: consumers spent an average of 2.5 hours preparing meals.
- Today, the average meal is prepared in 12 minutes.



The NPD Group's 21st Annual Eating Patterns in America, Americans are motivated by convenience first.



Convenience

Powerful Motivators to eat at home

- **Saving money**
 - 69%** of consumers believed is less expensive than eating out
- **Staying healthy**
 - 92%** - “*it is healthier than eating out*”
- **Strengthening family ties**
 - 93%** of consumers ranked “sharing meals” as the most important activity to connect with their families

Source: The NPD Group. 2011

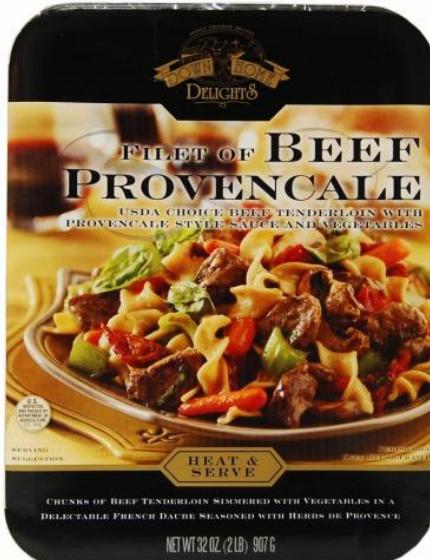


Convenience



Convenience

- On-the-go
- Quick Prep
- Ready to Eat
- Ready to cook
- Mini Meals



Convenience

Work life balance, little time, multi-tasking, etc. are creating a crossover between food and other categories such as retail, fashion...



**Wash
& Coffee**

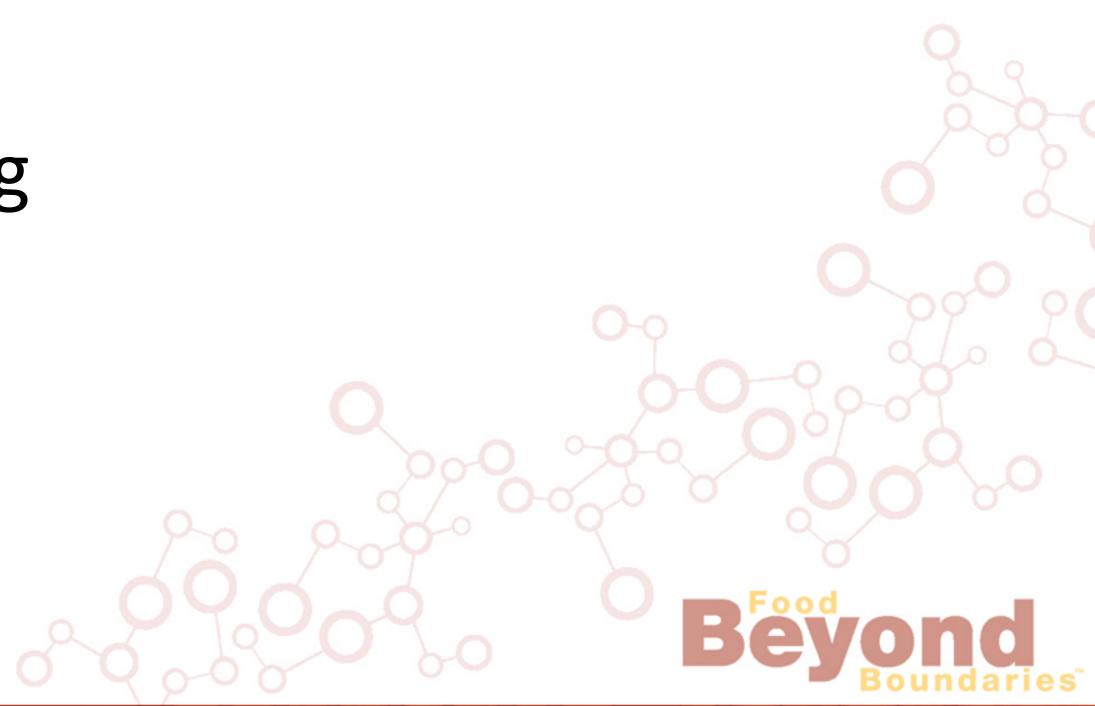


Amsterdam

**Food
Beyond
Boundaries™**

The NEW Consumer

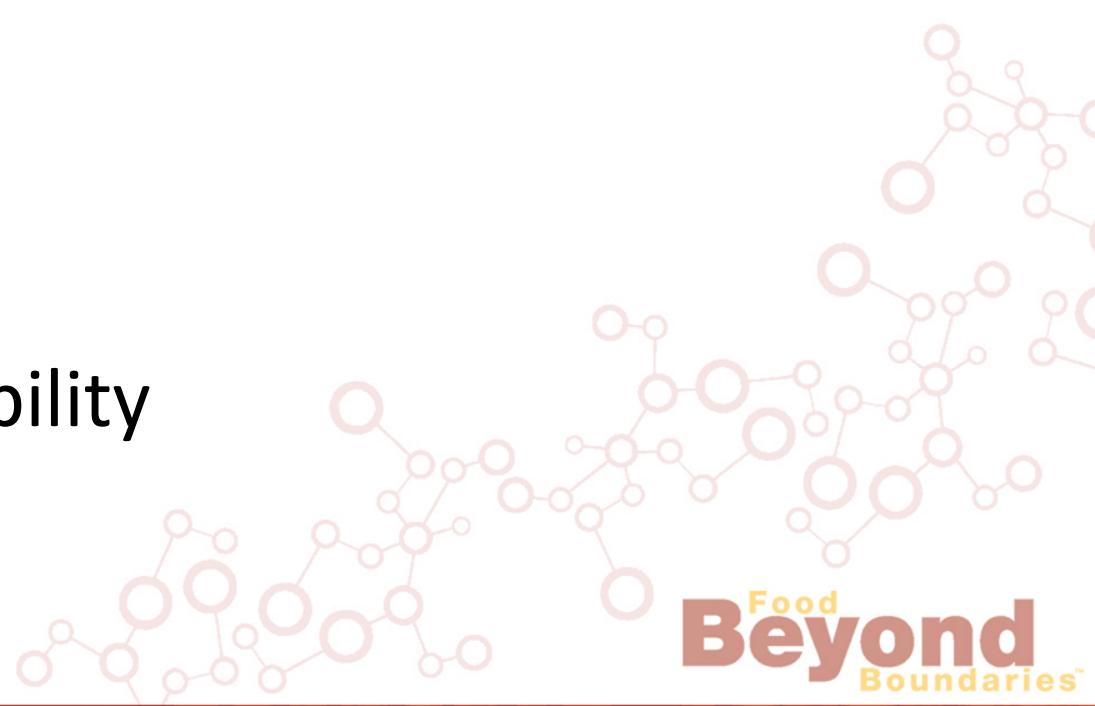
- Convenience
- **Health Awareness**
- Individualism
- Digitalization
- Experience Seeking



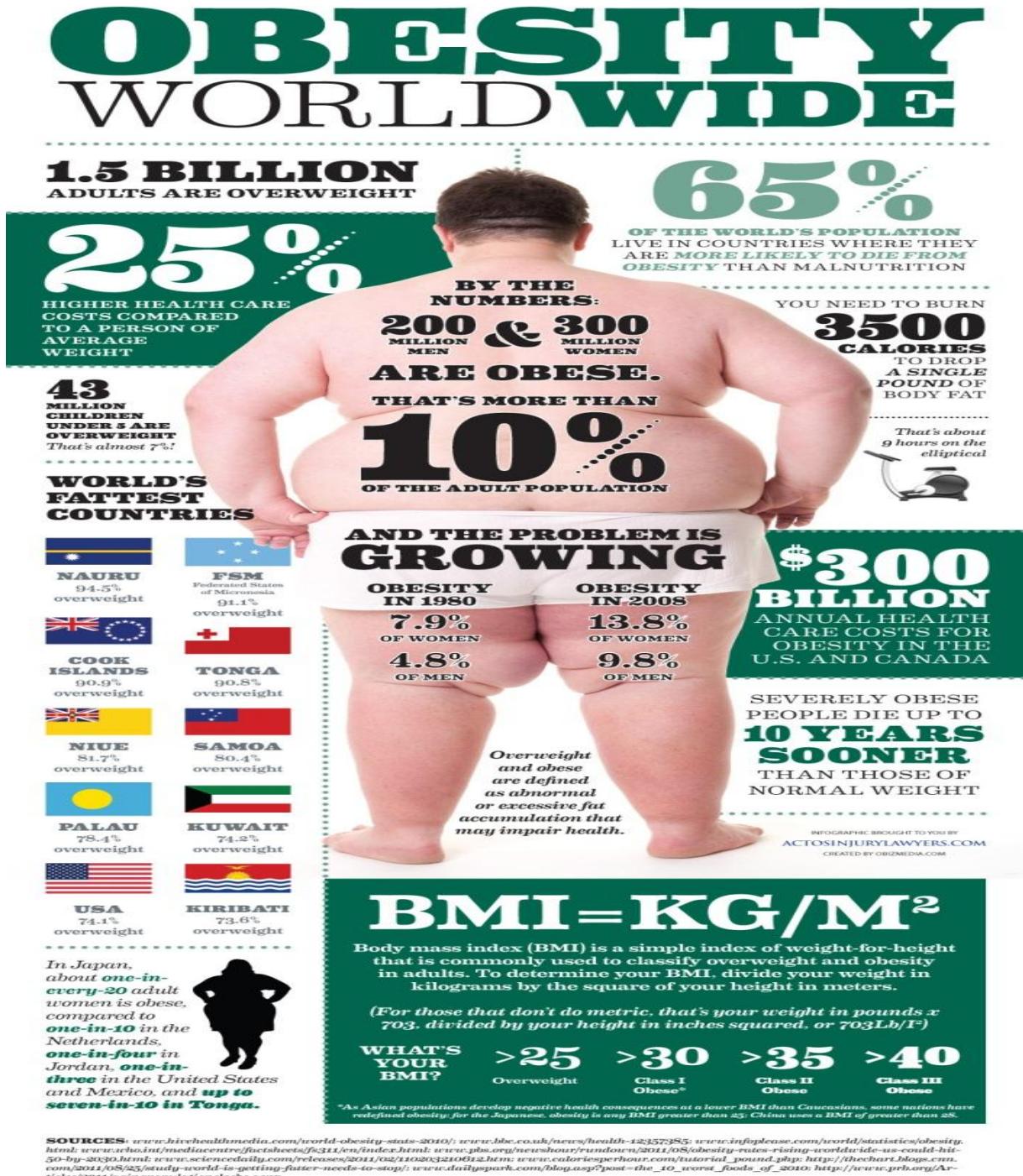
Health Awareness

Drivers

- Aging population
- Obesity concerns
- Food Safety
- Information availability

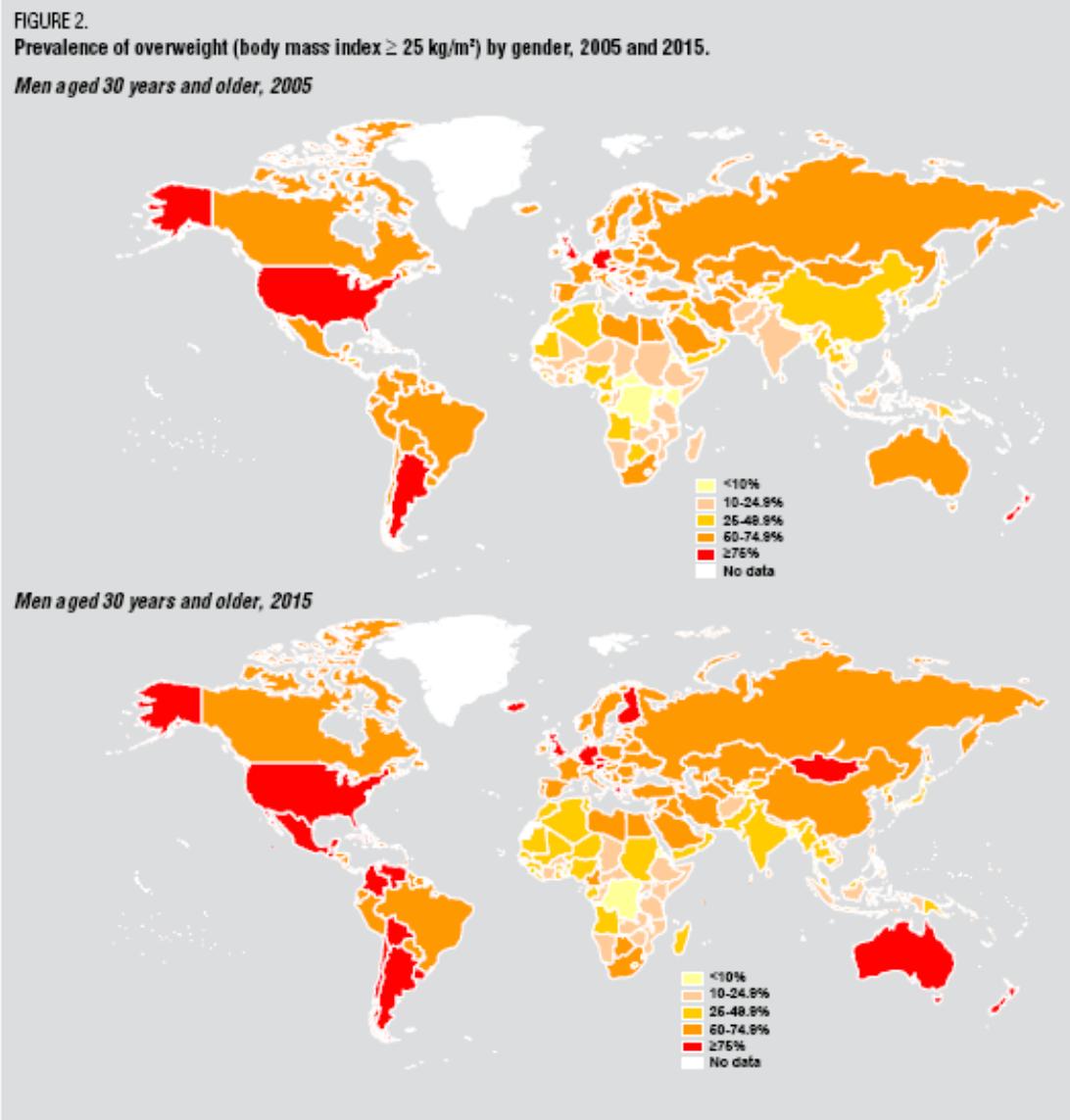


- Obesity has become a global problem
- May be responsible for killing more people than malnutrition.
- According to the WHO, a sedentary lifestyle contributes to 2 million deaths a year.
- However...renewed awareness of what we eat!



Health Awareness

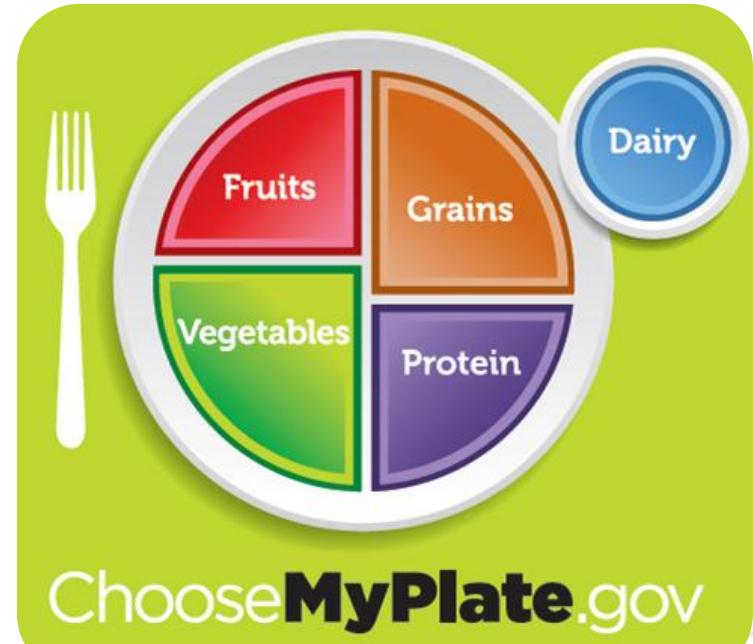
- Worldwide, by 2015:
 - 2.3 billion adults will be overweight (250% increase from 20 yrs ago!)
 - 700 million will be obese
- Obesity does not always impact industrialized societies, in developing countries as well.



Health Awareness

Signs for future management of Obesity...

- US government sends out obesity Swat team
- Obesity epidemic in Australia
- Government health project in Brazil
- Fat Tax on Food



Health Awareness

China's food safety woes now a global concern

Pet food crisis focuses attention on frightening potential health hazards

AP Associated Press

updated 1:40 p.m. CT, Thurs., April. 12, 2007

SHANGHAI, China - The list of Chinese food exports rejected at American ports reads like a chef's nightmare: pesticide-laden apples, drug-laced catfish, filthy plums and oranges contaminated with salmonella.

Yet, it took a much more obscure item, contaminated wheat gluten, to focus U.S. public attention on a very real and frightening fact: China's chronic food safety woes are an international concern.

In recent weeks, scores of cats and dogs in America have died of kidney failure blamed

That chicken dinner? It might make you sick
Pathogens and poison could be lurking in your favorite lean meat

By Tula Karras

SELF updated 1 hour, 59 minutes ago

Jenelle Dorner, 32, of Bloomington, Indiana, doesn't eat chicken. In fact, she hardly eats anything. "Each night while I sleep, I'm fed nutrients and fluids by IV," says the married mother of one. Eight years ago, Dorner developed gastroparesis, a condition that delays or prevents food from reaching the intestines, where nutrients are absorbed. The possible cause? A hearty helping of bacteria-ridden chicken she ate at a restaurant 14 years ago.

Her story is an extreme one, but poultry can make you sick as easily today as it did to Dorner when she bit into her destructive dinner.



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AMERICAS EUROPE ASIAPACIFIC AFRICAMIDDLE EAST DISCUSSIONS SPECIAL REPORTS TECHMEDIA STYLE HEALTH
TRAVEL PROPERTIES BLOGS

HK finds melamine in Malaysian crackers

The Associated Press

Outsourcing makes tainted food hard to trace

Use of outside suppliers, many brand names adds safety issues, critics warn

AP Associated Press

updated 11:56 a.m. CT, Sun., Sept. 2, 2007

WASHINGTON - Try searching for a culprit in the 90 brands caught up in the recent recall of canned chili, stew and other products, and you weave back to a single manufacturer.

That also was the case in recalls of spinach, pet food and frozen meat.

Companies increasingly are paying others to make the foods we eat — or the ingredients in them — and then selling it under multiple brand names. And that has prompted a growing debate about food safety.



Unseen danger in bagged salads E.coli in your veggies? At least 26 people in 3 states report

By Lea Thompson

Chief consumer correspondent

NBC News

updated 4:00 p.m. CT, Wed., Aug. 30, 2006

This report aired on Dateline NBC, April 30, 2006.

AN UPDATE

Sept. 15, 2006: News of E.coli in spinach

FREE VIDEO



ond
Boundaries™

2011 Top of Mind survey by The Consumer Goods Forum ranked Food Safety #4 as a Global concern

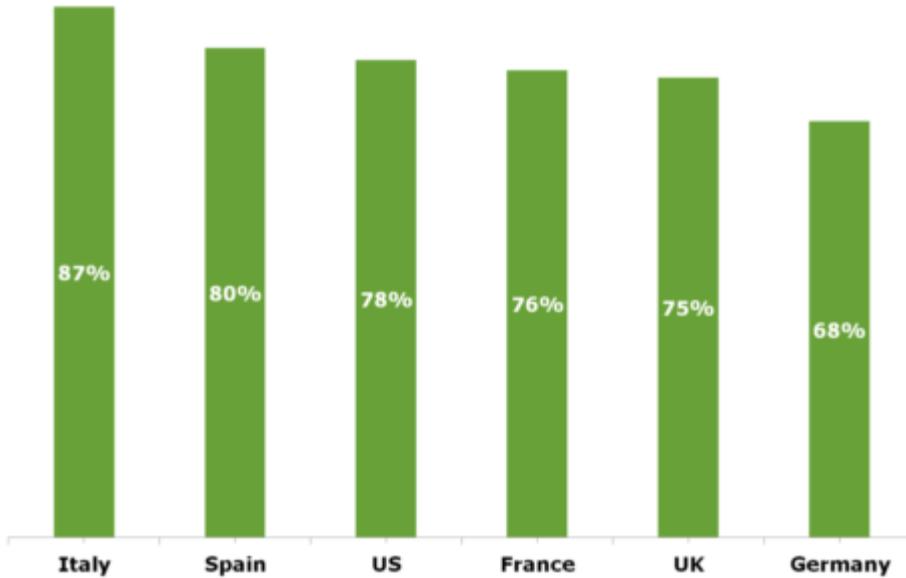


Source: MSU Food Safety Policy Center, MSNBC, International Herald Tribune

Health Awareness

- More than 70% of consumers from the US and western Europe read labels on food products
- Though differences among countries are small, Italian consumers are the most likely to read food labels, while German consumers are the least likely.
- Women are more likely to read food labels than men in all countries

Percentage of US and western European consumers who read ingredient labels on food products



Base: US and western European total age 15+

Note: Data resemble the national population in the US, France, Germany and the UK. Data resemble the online population in Italy and Spain.

Source data: September 2011



Health Awareness

Avoidance → Active Management

- Low fat
- Low carb
- Sugar free

- Digestive Health
- Longevity
- Mind/mood
- Slimming Foods
- Functional ingredients



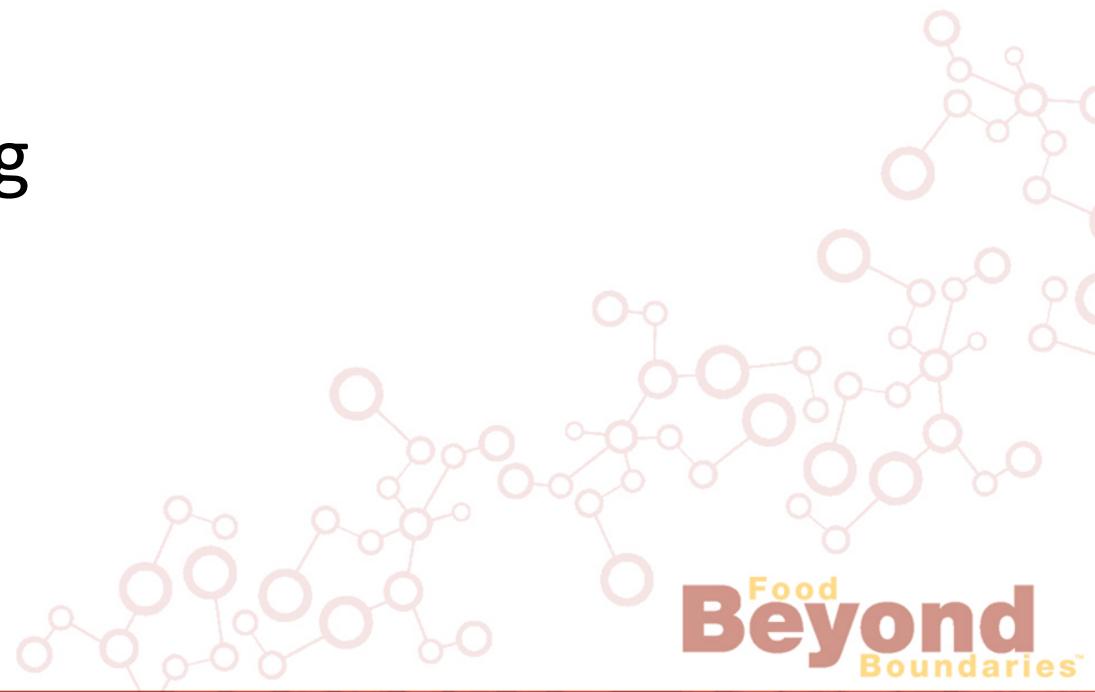
Health Awareness

The Jum-plate guides the eating rhythm through light signals: when you take a bite from the plate, the plate will light and slowly put out. When the lights are down, you can take a next bite.



The NEW Consumer

- Convenience
- Health Awareness
- **Individualism**
- Digitalization
- Experience Seeking



Individualism

Drivers

- People creating their own life paths and life stages as they think best, rather than simply following their parents and tradition
- Society accustomed to faster, flexible and tailored solutions
- Changing value proposition



Individualism



**CONVENIENT
PREPARATION
WITH HIGH
QUALITY
FLAVOR
DELIVERY...
AND
PERSONAL!**

Individualism

Benefits for your own creations... the Personal retailer?

There's a new wrinkle in the product-personalization trend: consumers profiting from their creations while benefiting the brand. Beverage company uFlavor will soon enable customers to dream up flavor combos, adding the option to test and sell the drinks via social media. Converse is testing a Facebook app that lets users market their custom-designed sneakers to friends (receiving freebies in return for sales). And the Kaiser Chiefs let fans select songs and artwork to create their own version of 2011's *The Future Is Medieval*—then take a commission on sales.





Slappy Cakes



PANCAKES + DRINKS + FUN!

Make Your Own Pancakes, Right at your Table!

www.joshandashleyworld.com

Slappy Cakes

Slappy Cakes

MAKE PANCAKES

AT YOUR TABLE!

Pancake batter made from scratch daily!

CHOOSE A BATTER

8 OZ. Bottle
6

Buttermilk
Whole Grain (vegan)
Gluten-free
Peanut Butter
Sweet Potato

PICK YOUR FIXINS

SWEET 1

Chocolate Chips
White Chocolate Chips
Butterscotch Chips
Apples
Bananas
Blueberries**
Toasted Almonds
Hazelnuts
Walnuts
Pecans

SAVORY 1.5

Crispy Bacon
Crumbled Sausage
Chorizo
Vegan Sausage
Cheddar Cheese
Valdeon Bleu Cheese
Goat Cheese
Peanut Butter
Chopped Scallions
Roasted Mushrooms

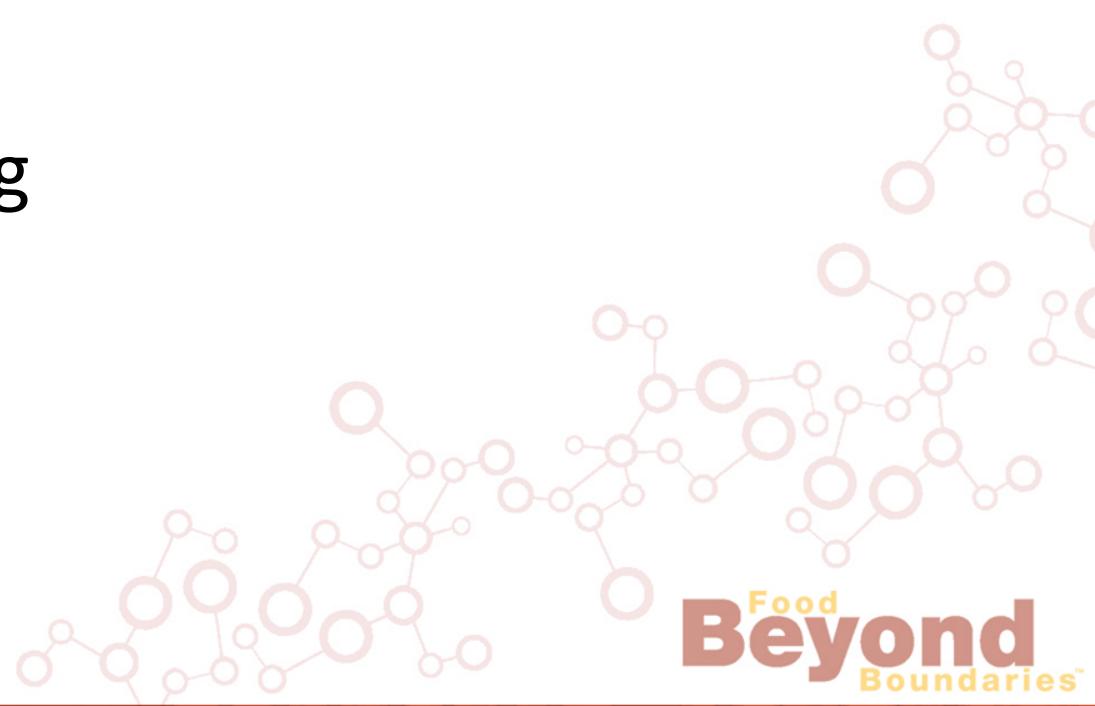
ADD SOME TOPPINGS 2

Lavender Honey
Peanut Butter
Lemon Curd
Organic Maple Syrup



The NEW Consumer

- Convenience
- Health Awareness
- Individualism
- **Digitalization**
- Experience Seeking



Digitalization

Drivers

- Advancing technology driving 24/7 connection
- Consumers using digital devices to access, connect with, buy and review food products, services and brands... Everything is smart!
- Sharing the message... the humanization of Technology

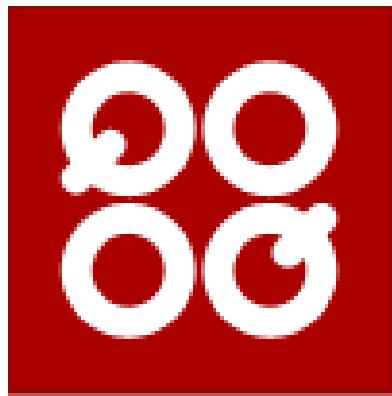


inamo



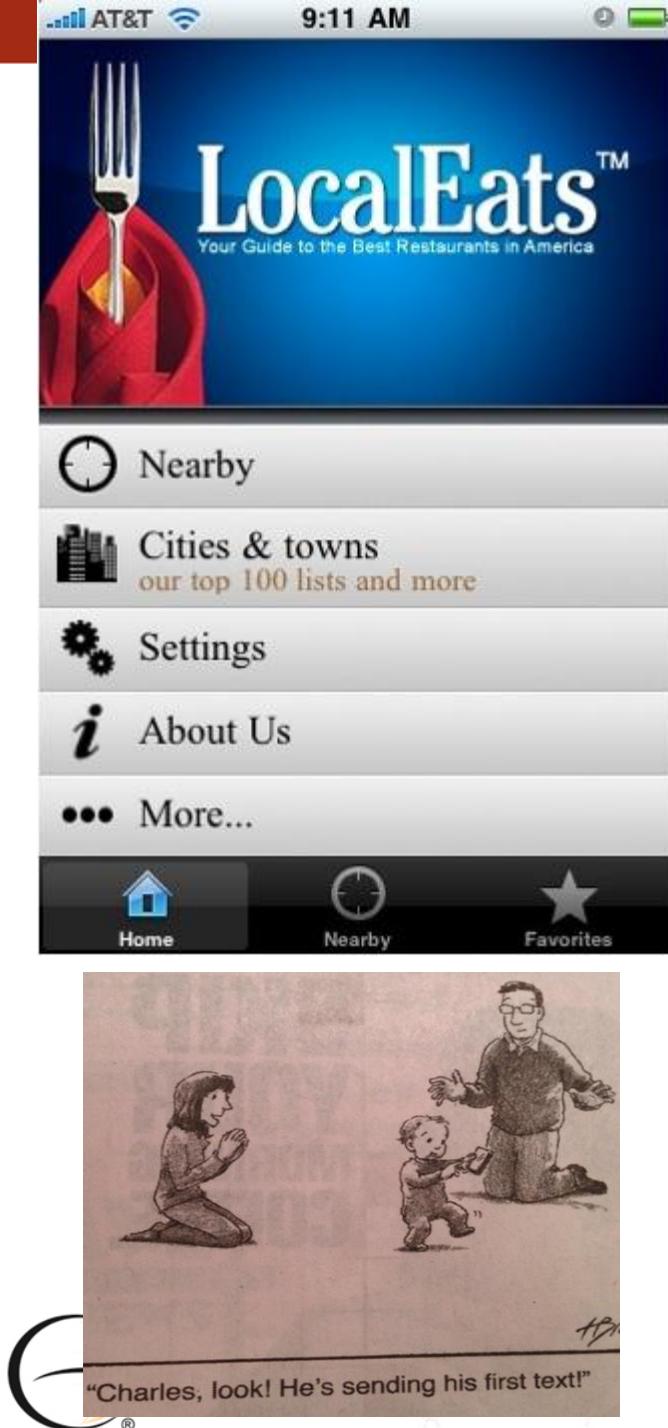
inamo





Cooking tablet & Recipe reader







McDonalds QR-code Shows Nutrition Information

McDonalds Japan uses a lot of QR-code technology as marketing tool. The QR codes on placemats and product packaging lead you to McDonald's nutrition site.





Tesco's virtual grocery store in Korean subway: do your grocery shopping by scanning the QR codes on the displayed products.

The NEW Consumer

- Convenience
- Health Awareness
- Individualism
- Digitalization
- **Experience Seeking**



Experience Seeking

Generations and Genders Agree!

FIGURE 6A:
Percentage of American and British adults who agree:

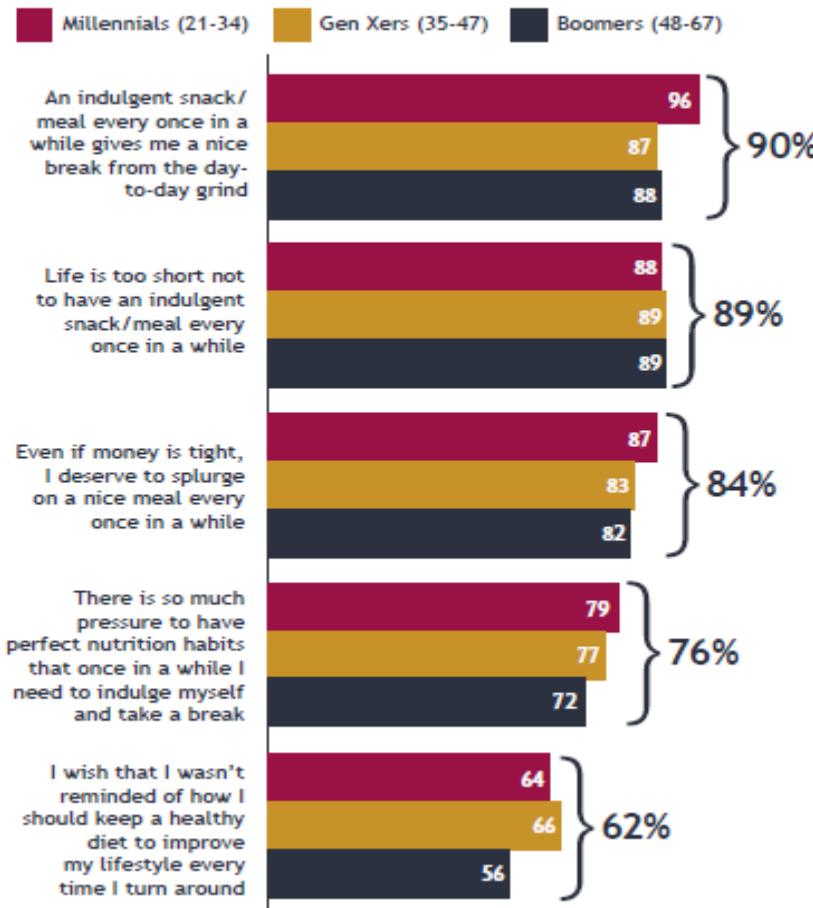
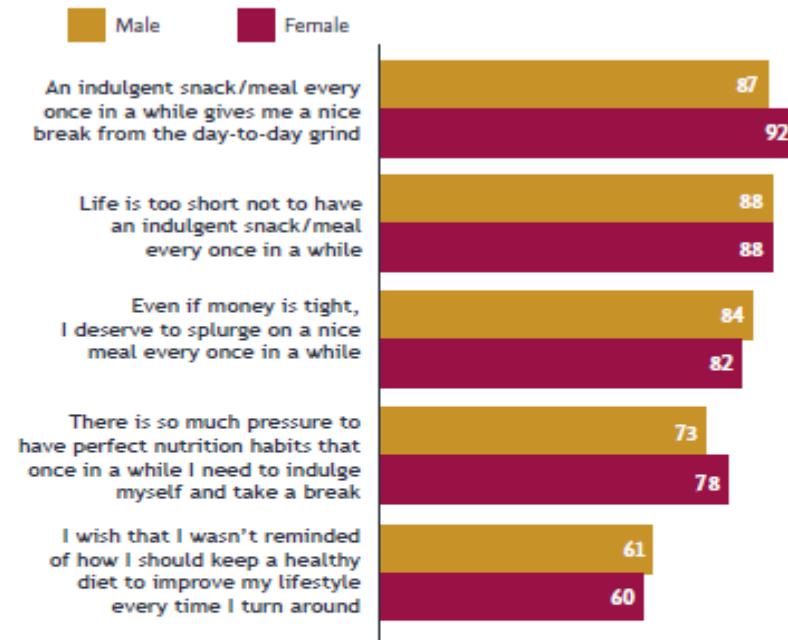


FIGURE 6B:
Percentage of American and British adults who agree:



Source: Iconoculture



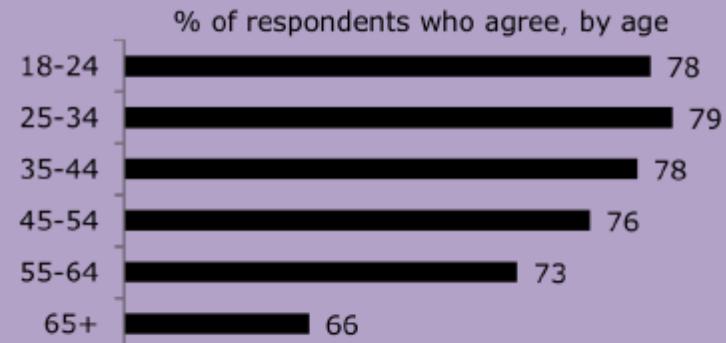
Experience Seeking



- Millenials or Generation Y
- Largest generation in the US (95 MM)
- Born between 1980 and 2003...

Younger Diners More Open to Flavor Experimentation

Most diners look to restaurants for new flavors, and younger diners skew slightly higher in their willingness to experiment. These demographic preferences provide more good reasons to offer a range of sauce flavors.



■ I am open to trying new flavors

Source: *Innovation on the Menu: Flavor Trends—U.S., August 2011*

77%

of restaurant goers report that **they order what they crave** when they go to a restaurant

FOODSERVICE 2012:

69%

ranked
taste as top
priority

Consumers **CRAVE MORE**

Variety, bold flavors, customized options, and healthful menu offerings are contributing to growth for the restaurant industry.



www.ift.org

Food
Beyond
Boundaries™

Experience Seeking

It is not only about buying food... it is about the experience with food!

Mercado San Anton – Madrid, Spain

1



2



3



- 1st floor: traditional market
- 2nd floor: tasting and snacks
- 3rd floor: a terrace with restaurants and bars...

Experience Seeking

Kitchen restaurants allow consumers to make themselves feel at home.

The wall between the kitchen and the restaurant dining room has been disappearing—allowing curious customers to watch the cooks in action—and now some restaurants are conflating the two altogether.

For example, [The Kitchen Restaurant](#) in Sacramento, Calif., offers a six-course meal, with diners encouraged to make themselves at home. Chef's Table at Brooklyn Fare, in Brooklyn, lets 18 guests watch the chef cook 20 or so small plate courses.

The concept lets curious foodies feel like true insiders and “unwraps the process” for patrons, providing the behind-the-scenes view that consumers are increasingly interested in.



Experience Seeking

Countering austerity with laughter, enjoyment and reward through our food.



Bubble Tea is a wide variety of refreshing flavored fruit and milk teas served ice cold or piping hot with chewy natural tapioca balls that you suck up through a fat straw!



Experience Seeking

Levitating Plates



Food that hovers in the air is surely stuff of science fiction? Not anymore – we've seen them in action and boy are they fun!

Designed by Astrochefs.com they are capable of lifting up to 400g up to a height of 1.5cm. They come in various sizes starting with the UFO.OD-Mini, which is perfect for lifting small artifacts, toasts, amuse-bouche or tapas.

The base can easily be hidden underneath a tablecloth or attached to the underside of the table for an even more dramatic effect.

The largest version can hold up to 850g at a height of 4.5cm, perfect for plates, even bottles.

LED coasters can be attached to the levitating part which then glows in the dark for extra inter-galactic fun!

View the video on the link below to get the full picture.

http://www.astrochefs.com/English/photos_videos.html



Bet Heston couldn't believe his eyes when he found this gem!



Deyond
Boundaries™

Experience Seeking



Experience Seeking

STREET FOODS



- As informality spreads, the appetite for street food grows as well.
- This style offers simple, tasty food inspired by authentic street trading served in a contemporary context.
- Street food constitutes up to 40% of the daily diet of urban consumers in the developing world; 2.5 billion people eat street food everyday
- The simple, yet, exotic flavors make street food cuisine increasingly popular dishes. Influenced by all regions of the world.
- Is not just a small snack anymore, but a slice of the culture from which it originates.

Bulgogi taco



Tacos \$2



korean
short rib



korean
spicy pork



korean
chicken



korean
tofu

Drinks \$2

coke
diet coke

sprite
sunkist

water

Drinks \$5
redbull
monster

Burrito \$5

korean
short rib

korean
spicy pork

korean
chicken

korean
tofu

The Kogi logo, featuring the word "Kogi" in a stylized font with a red flame icon above the "o".

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FOOD architecs

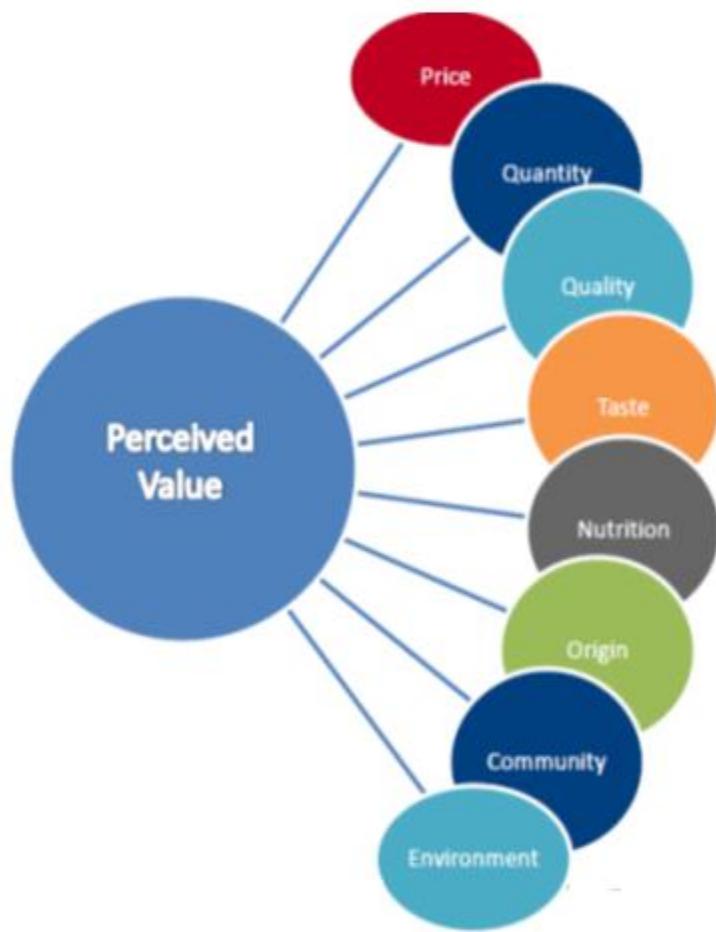
The Kogi logo, featuring the word "Kogi" in a stylized font with a red flame icon above the "o".

Korean BBQ-To-Go



US street food

All of this is creating a new value equation for consumers...



Value is not always about the price!!!

Balance between Price & benefits it delivers to specific individuals





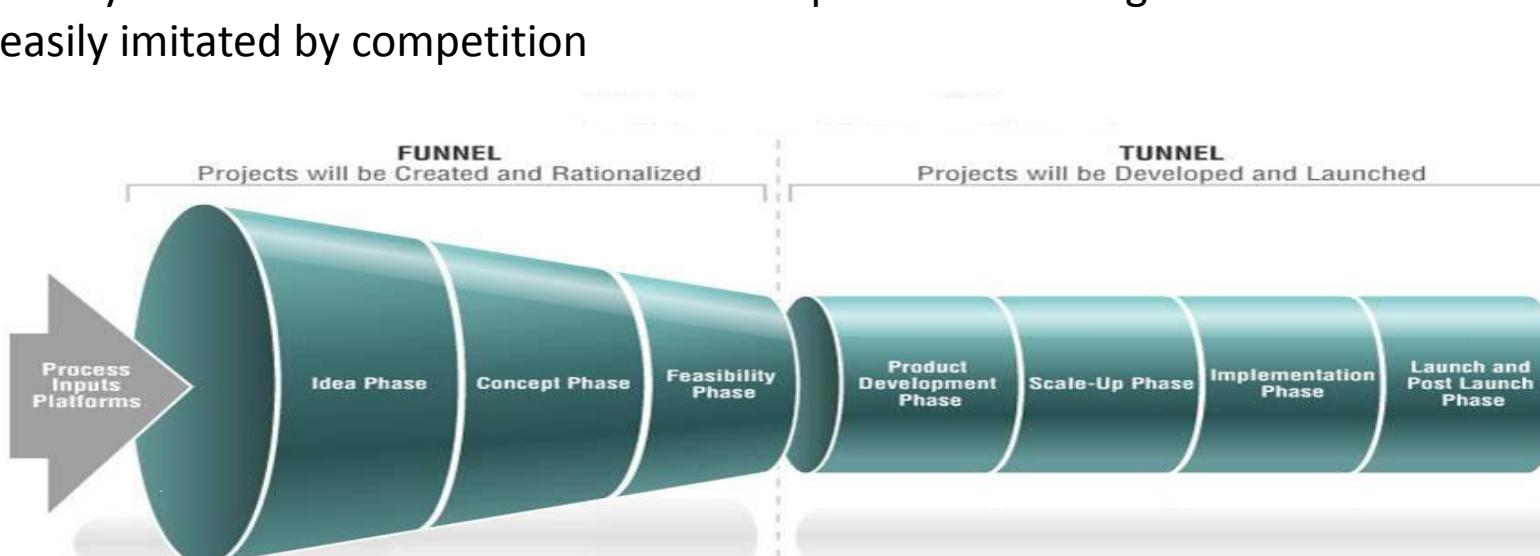
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LABORATORIES®

Consumer-driven Innovation Process



Improvement of the Innovation Process

- Proactive delivery on a broad range of changing consumer needs
- Link to long term strategy to drive differentiation, strengthen position in marketplace
- Identifying and leveraging key experts/capabilities/tools internally & externally
- Allowing for building of a strong “intellectual” foundation of ingredient, process and application expertise & excellence
- Ability to build customized value and competitive advantages for customers not easily imitated by competition



Consumer Trends

Convenience

Individualism

Digitalization

Health Awareness

Experience

Innovation Platforms

Food Safety

Health & Wellness

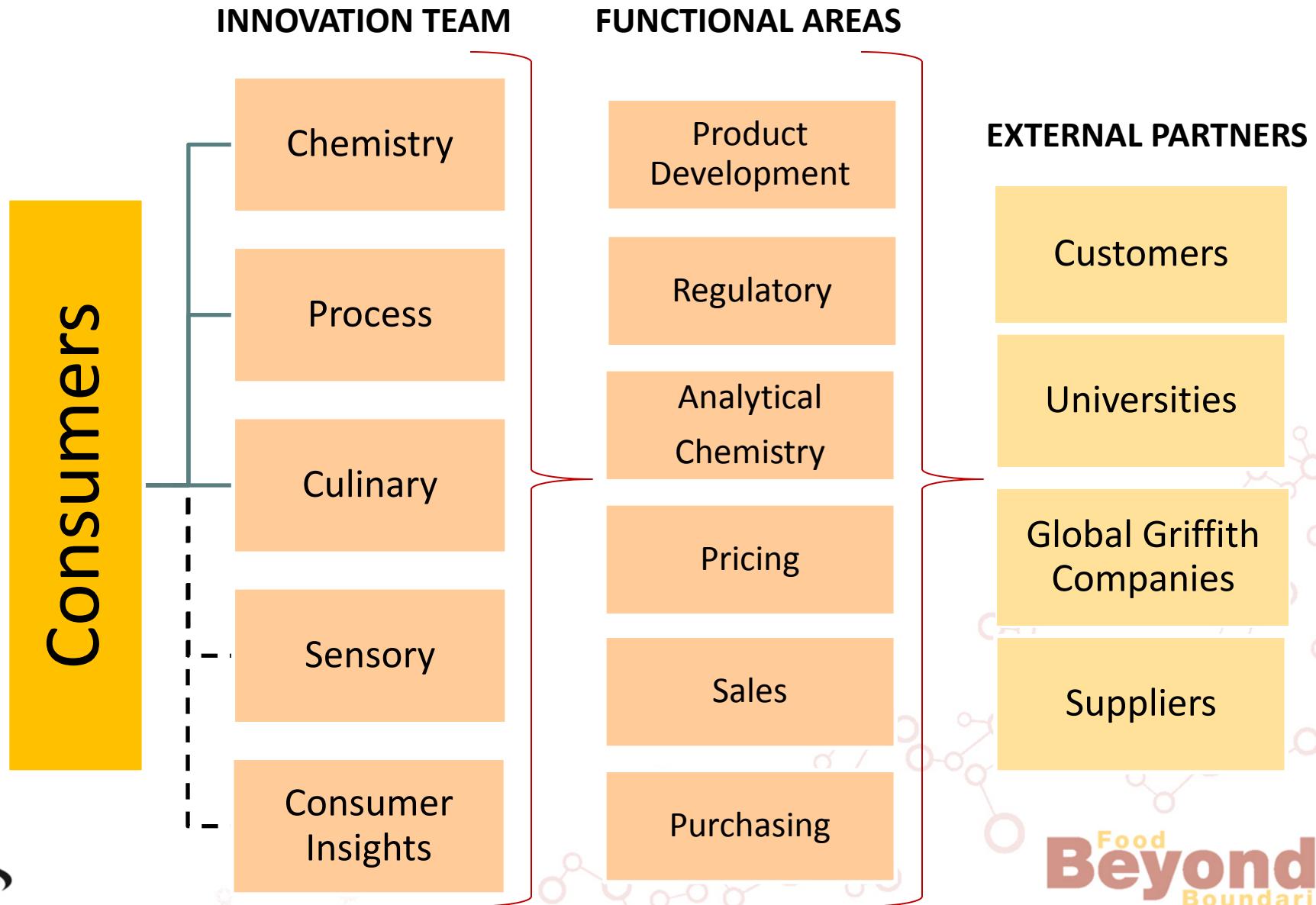
Enjoyment

Economics

Sustainability

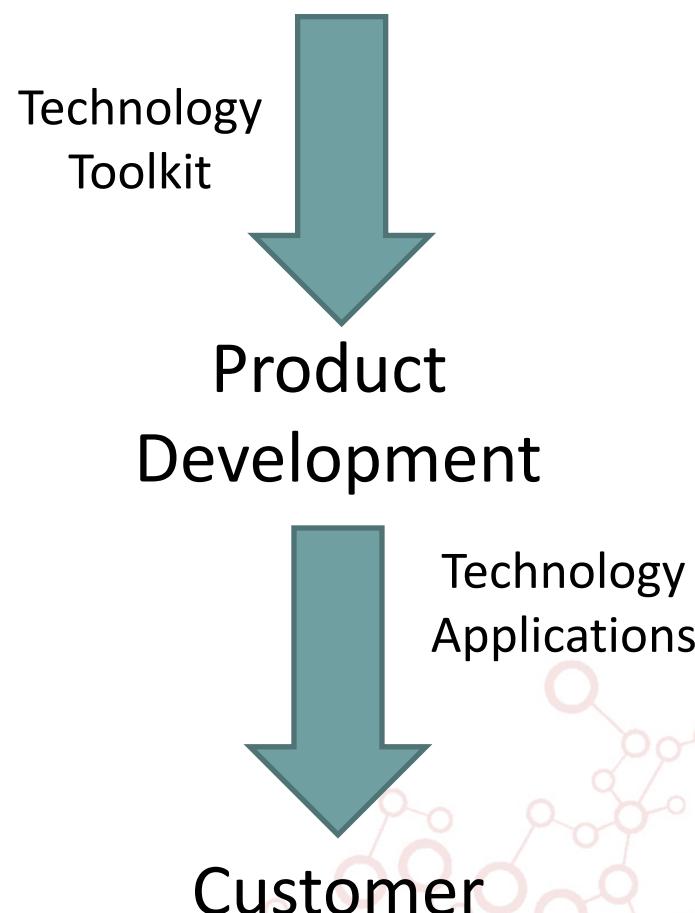


Innovation Structure



Product Development Transfer

Innovation



Product

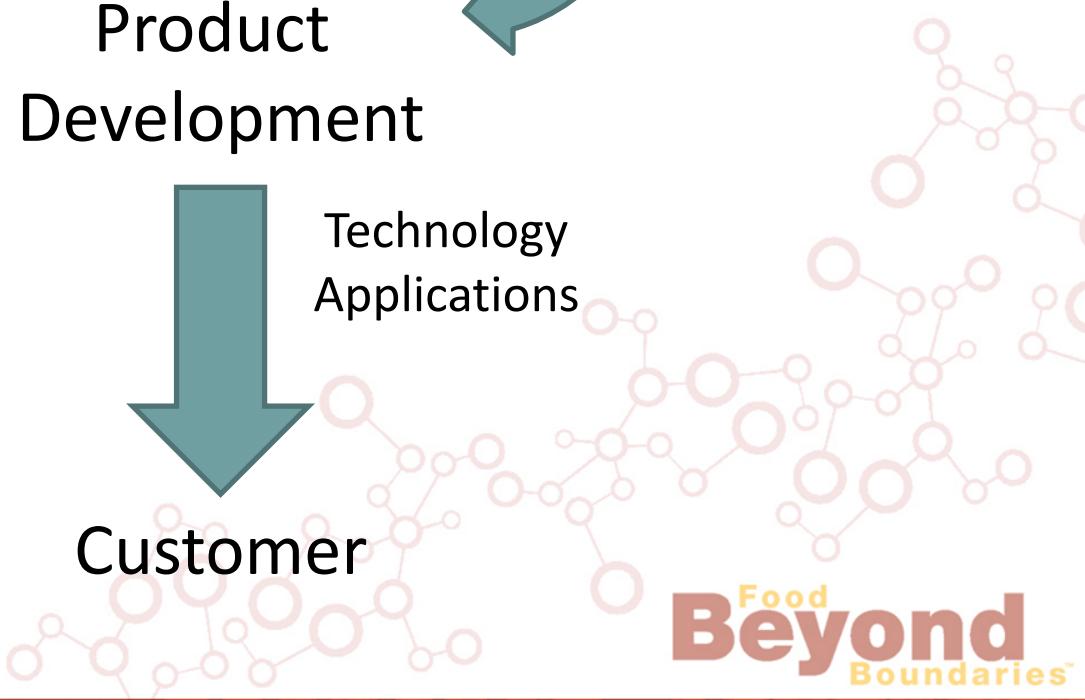
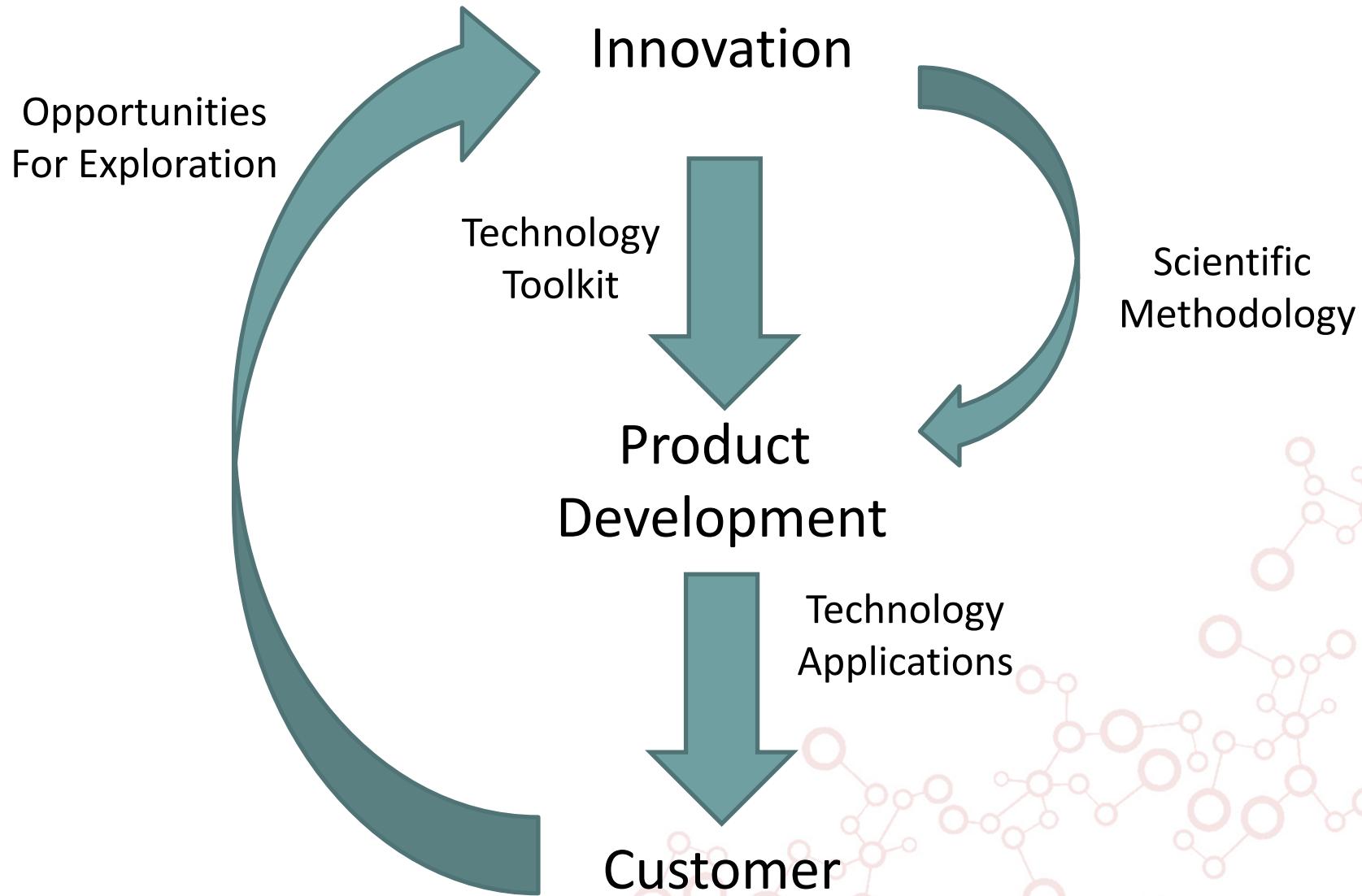
Development

Technology
Applications

Customer

Technology
Toolkit

Product Development Partnership



Consumer-Driven Innovations

Food Safety



Health & Wellness



Enjoyment

SimpleCooking!



Economics



Food
Beyond
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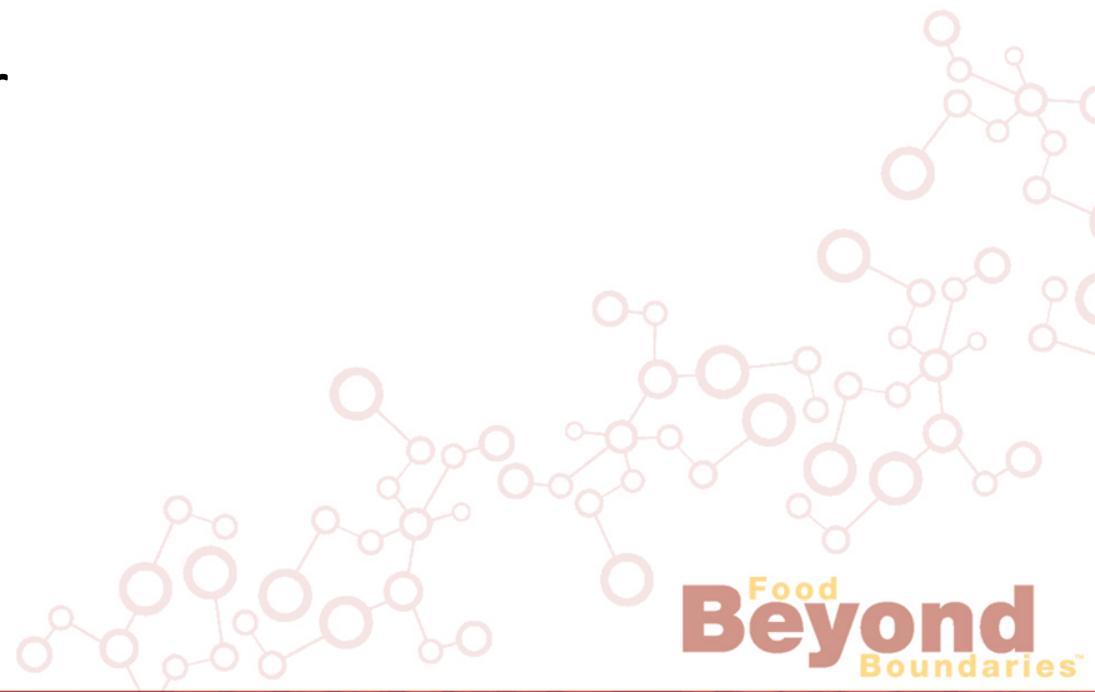
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The Future



Consumer Drivers in the Future

- Health Awareness will increase in priority
- Natural “high-performance” ingredients
- Global focus provides opportunities and learning
- Flavor, Flavor, Flavor





GRIFFITH
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Summary



Innovation begins with Culture...

Innovation is our heritage at Griffith, we must sustain this excellence and passion for creating unmatched value for our customer and the food industry!



“if you expect to stay in business a long time you must give value and for that reason every person in our organization is an important cog”..... **“Value”**

“if you perform a service for your customers by showing them how to use your products along with improved methods which enable them to expand their business & make it more profitable, you always find a welcome.” **Capturing additional value!**

“Griffith Laboratories from its inception has been a teaching company- Salesmen not only sold merchandise which our organization produced, but they have shown customers how to do things better.” **Differentiation!**

Source: Carroll L. Griffith, The Savory Press: Volume 4- Number 2, April 1964