



GRIFFITH
LABORATORIES®

Consumer-Driven Innovation

Food
Beyond
Boundaries™

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





GRIFFITH
LABORATORIES®

History of Food Innovation

Food
Beyond
Boundaries™

20's

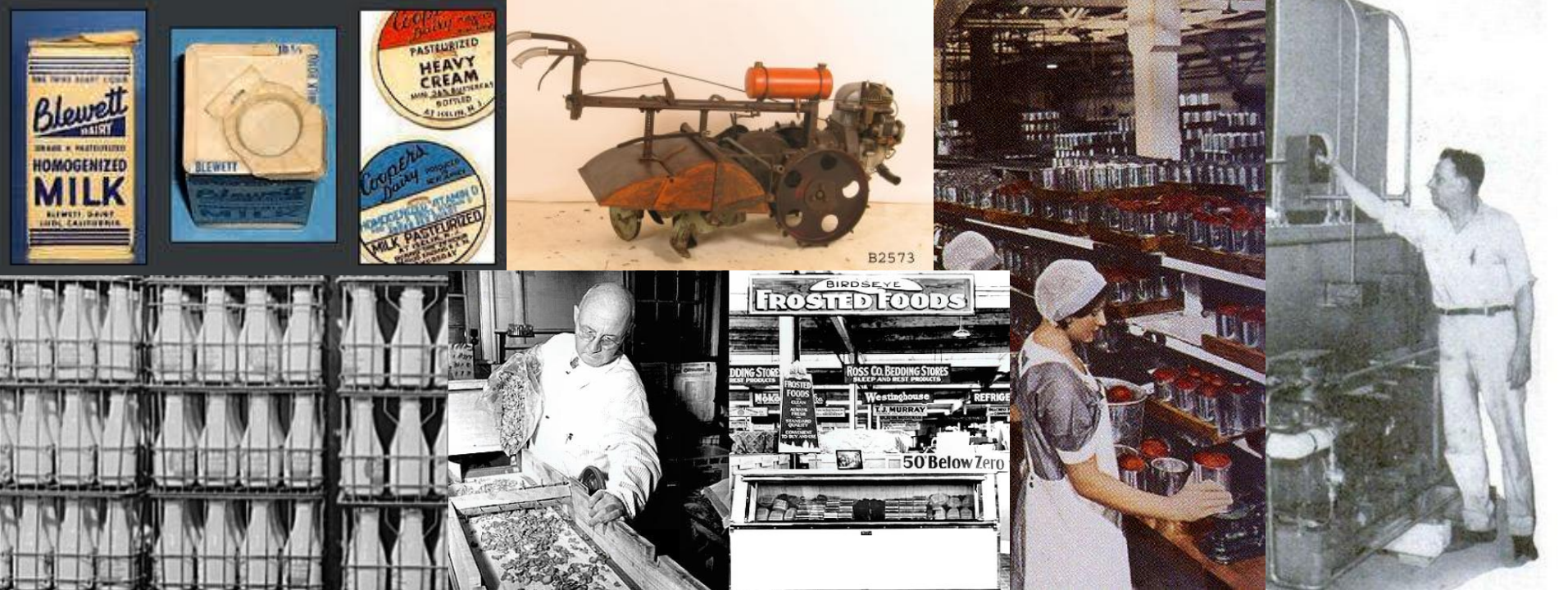


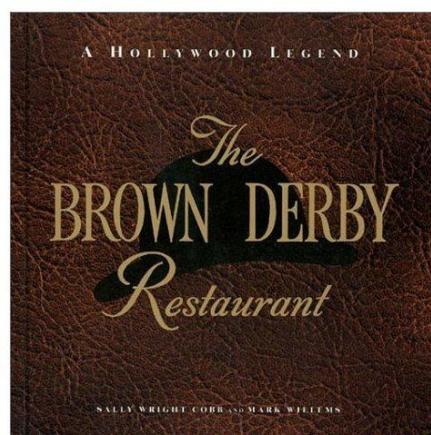
TOASTMASTER
Automatic Electric Toaster

You do not have to
Watch it~
The Toast can't Burn.



Study Carefully These
INSTRUCTIONS





Seedless Watermelon
Produced by Student

[illegible]

MILK CHOCOLATE, SUGAR, PEANUTS, CORN STARCH AND CRYSTAL DEXTROSE, GUM ACACIA,
 ARTIFICIAL COLOURS, FD&C YELLOW NO. 5. MILK CHOCOLATE CONTAINS SUGAR,
 MILK, CHOCOLATE, COCOA BUTTER, PEANUTS, EMULSIFIER, (SEE INSTRUCTIONS).
 DISTRIBUTED BY  DIVISION OF MARZ, INC. HACKETTSTOWN, N.J. 07640 U.S.A.

© MARZ, INC.

100%
 BEST
 PEANUT
 CHOCOLATE
 CANDIES

NET WT 1.65 OZ. 47 g



DUNCAN HINES DEVIL'S FOOD POUND CAKE
(Makes 12 to 14 servings)

1 pkg. Duncan Hines Deluxe II Devil's Food Cake Mix
1 package chocolate (Duncan Hines) frosting (1/2 cup) (optional)
1/2 cup COCOA
1 cup water
4 eggs

Preheat oven to 350°. Spread all ingredients in a large bowl, beat at medium speed for 2 minutes. Bake in a greased and floured 9x5 inch loaf pan for 50-55 minutes, until water springs back when touched lightly. Cool 1 hour, then slice. (Do not remove from pan until cooled.)

CHOCOLATE GLAZE: In a small saucepan combine 1/2 cup cocoa, 1/2 cup sugar, 2 Tbsp. water, 1 Tbsp. oil and 1 egg. Cook until well blended and thickens. Spoon over cake. Decorate with chocolate shavings. (Optional)

**Be sure to use Cocoa Oil as some other oils may cause the cake to crack.*

Marge knows it's Duncan Hines layer cake mix that makes her pound cakes so moist and delicious. Cut out our recipe for "your" pound cake!

Try other pound cake recipes on Duncan Hines Strawberry and Orange layer cake mix packages.



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-fluffy fresh egg whites in Duncan Hines new Angel Food Mix. Every egg selected for freshness, full volume. Specially separated, too, so you get every bit of all the whites. No other mix gives you this angel-quality blend. No eggs you could buy 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!

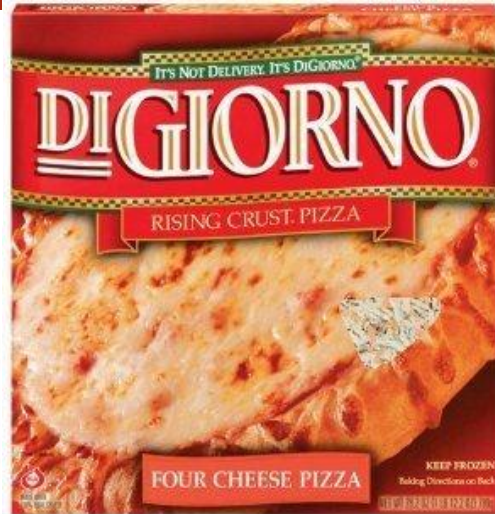






10's





90's



2000





GRIFFITH
LABORATORIES®

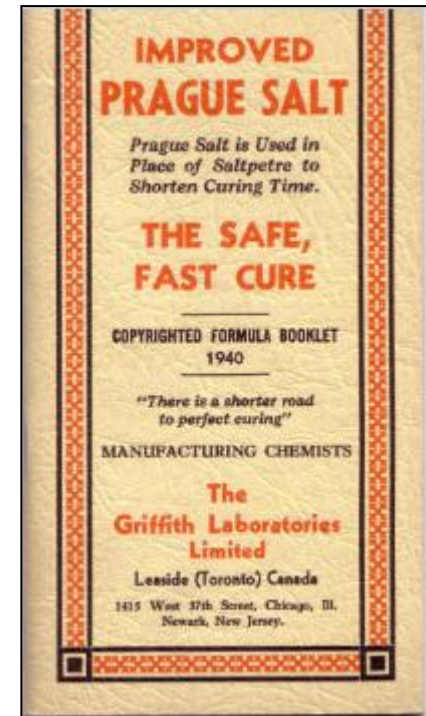
Griffith's Innovation Culture

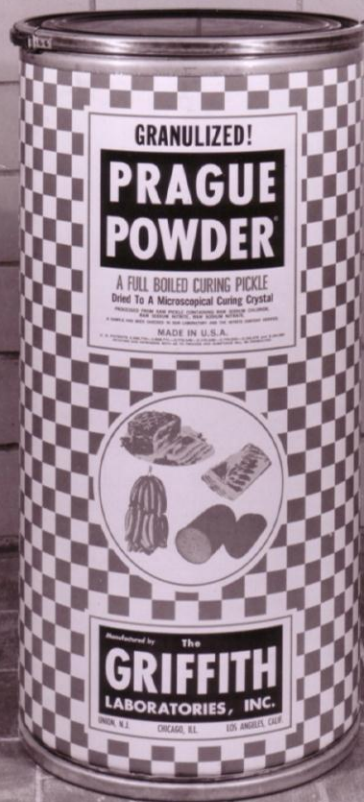
Food
Beyond
Boundaries™

OUR FIRST COMPANY PHOTOGRAPH



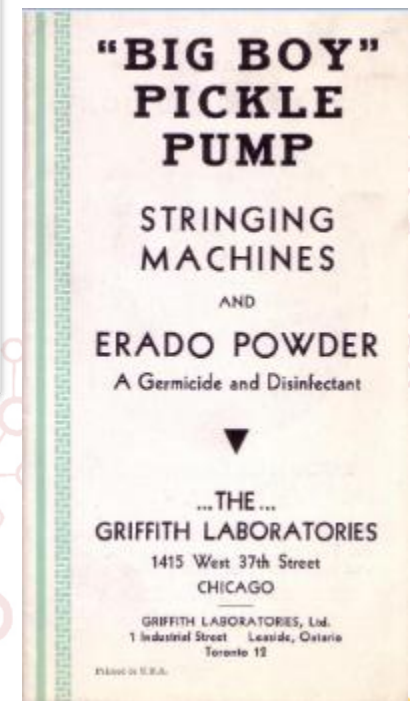
Griffith Processed Flour (GPF)





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)



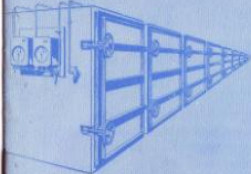


Bacteria – Free Liquid Seasoning...
oleoresin and or the volatile oil from spice
dispersed on salt & dextrose.

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




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

More Profit -- more Sell
 in
 boned
 flat



val Hams

**FORMED IN THIS
 GRIFFITH MOLD
 AS IT SMOKES—
 AS IT CHILLS!**




Griffith
1957

round, smoked, deboned and
 boned—stuffed in fibrous
 casing or shankbone

Griffith Laboratories Inc.
 1415 West 37th Street, Chicago, Ill. 60640

**Compounded for Stability
 of Nitrite and Ascorbate
 in Pickling Brine**

Because meat pickling brines may stand
 for days before being completely con-
 sumed, it is essential that they be com-
 pounded for stability.



**GRIFFITH'S patented
 REGAL CURE**
 A Balanced Curing Compound
 containing Sodium Erythorbate
*Speeds and Stabilizes
 Cure Color Development*



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



**GRIFFITH'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 cellu-
 lose (C.M.V.P. OR M.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 80°F
 to 90°F, chill immediately following massaging.
 Usual practice: feed from water bath at 70°F.
 Discharge into chill bath with ice water.



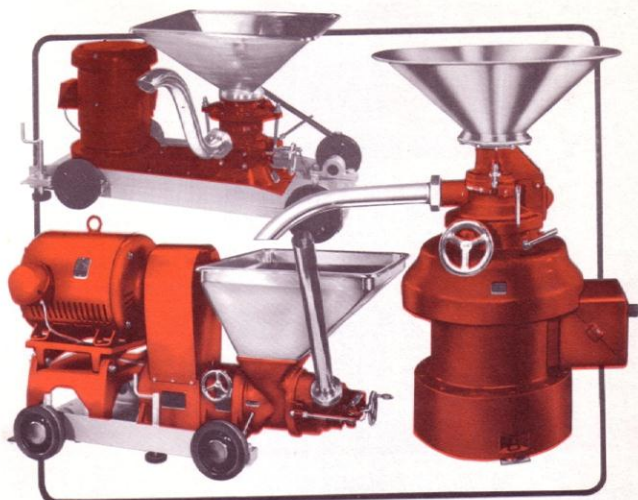
Dip or Pump
Pressing is not essential under 1000 lbs. pressure



**Griffith's
 TOP TEN
 TENDERIZERS
 make tough meats
 TENDER**

Griffith's
**TOP TEN
 TENDERIZERS**
 make tough meats
 TENDER





GRIFFITH'S

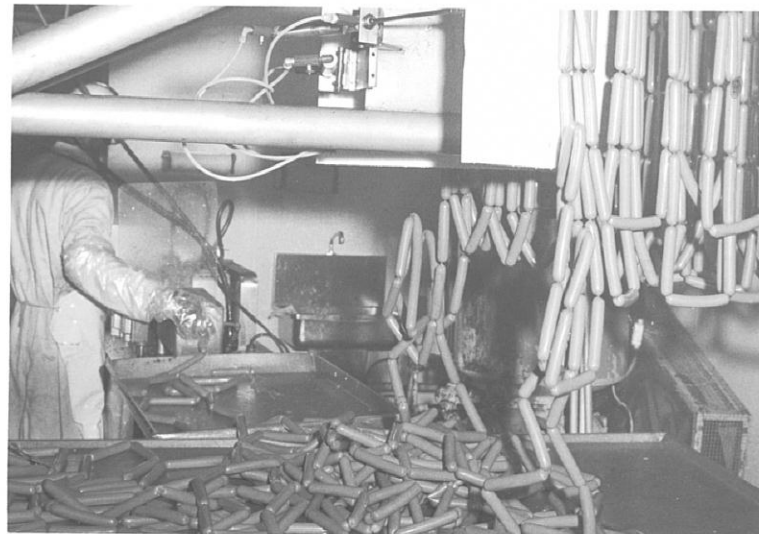
MINCE MASTER®

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



100 horsepower Dual Plate
Mince Master® Emulsifier

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 of 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.

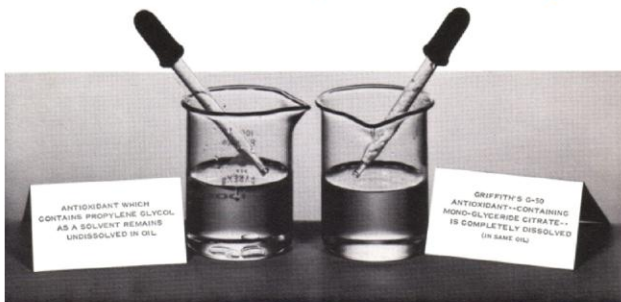


GRIFFITH DESIGN AND EQUIPMENT CO.
4800 SO. MORGAN STREET, CHICAGO, ILLINOIS 60609
DIVISION OF GRIFFITH LABORATORIES
312/523-7808

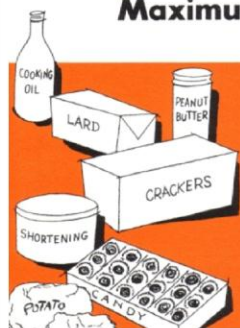
* Design and Construction of the Griffith Mince Master® Emulsifier
in C & ME accepted.

Food
Beyond
Boundaries™

100% Fat Solubility



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



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.		Total Mold Count, gm.	
	Untreated	Treated	Untreated	Treated
Ginger	920,000	6,000	1,700	0
Black Pepper	4,200,000	18,000	1,500	0
Sage	11,000	500	600	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	120,000	0	5,000	0
Oregano	26,000	0	1,400	0

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.

GRIFFITH LABORATORIES

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

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



**Food
Beyond
Boundaries™**

the MIX APRIL 10

GRIFFITH LABORATORIES™
The FOOD experts™

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 Product

Batter Grillable Batter

Breading

Grillable 2723 Breading The orange, versatile breading

Grillable 3276 Seasoned Coater Lightly seasoned savory herb flour and cornstarch blend

Grillable 333 Breading Versatile, versatile breading

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

GRIFFITH LABORATORIES™

NEW! **NO GLUTEN ADDED Coating System**

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 US.*

MADE WITHOUT:

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

*The American Dietetic Association, 1999. *Design's Changing America. *Processed Foods: Chicken-Free Foods & Beverages in the U.S. *Nutritiondata International Food Intolerance US and Canada.

CHICKEN

Product	US Code	Canada Code	Product Name
Product	13041301	13045501	NGA SAVOURY OLG PD
Batter	13049901	44120901	NGA 3201 BATTER
Breading	13226901	13615701	NGA SAVOURY CTR

FISH

Product	US Code	Canada Code	Product Name
Product	13146301	13168401	NGA LEMON HERB PD
Batter	13049901	44120901	NGA 3201 BATTER
Breading	13616101	13615901	NGA LEMON HERB CTR

APPLICATIONS: Poultry, Fish, Seafood and Vegetables

STANDARD PROCESSING EQUIPMENT: Designed for existing batter and breading equipment!

PROCESS: Patty, fully cook (optional), freeze-oven bake!

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 Boundaries™



GRIFFITH
LABORATORIES®

The NEW Consumer

Food
Beyond
Boundaries™

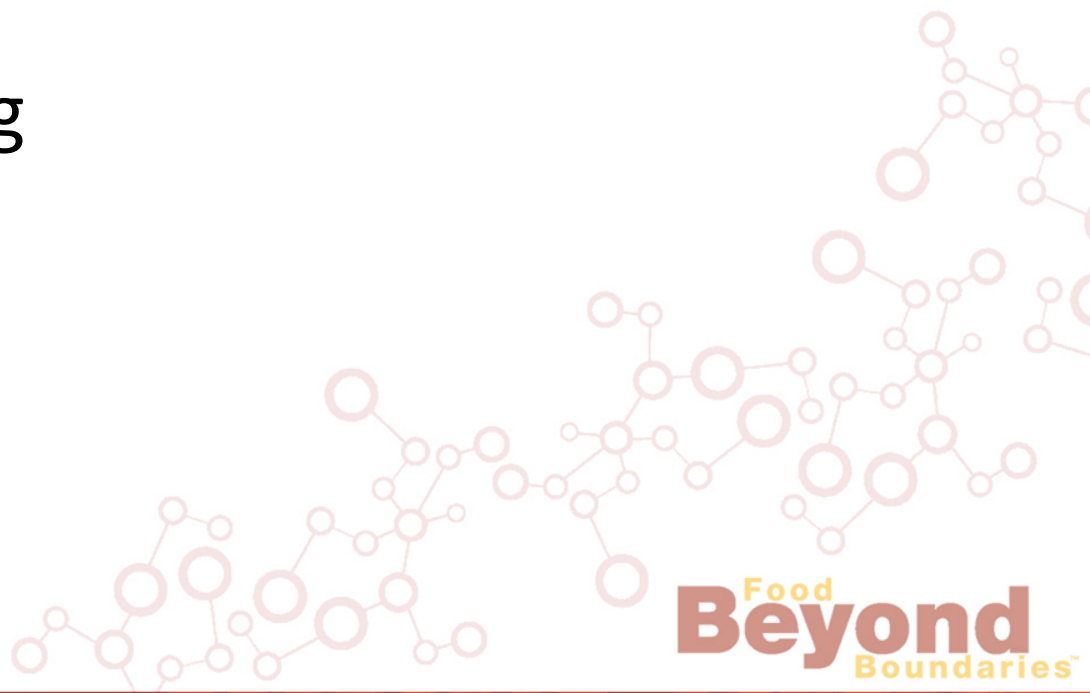
The Consumer is Changing...

- 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”.



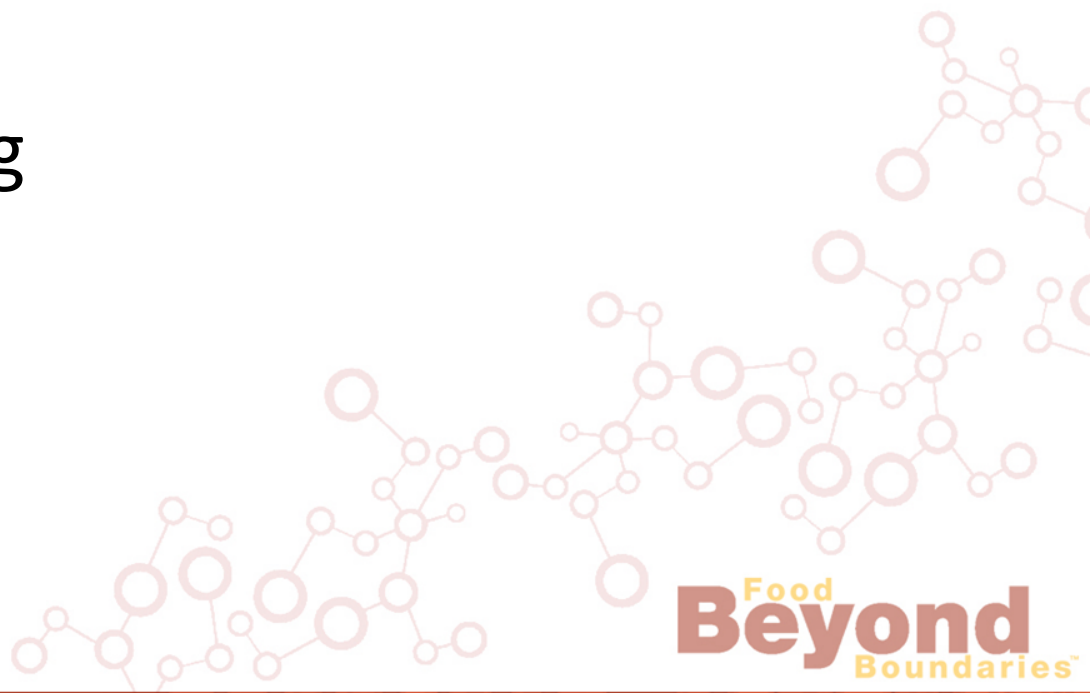
The NEW Consumer

- 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:

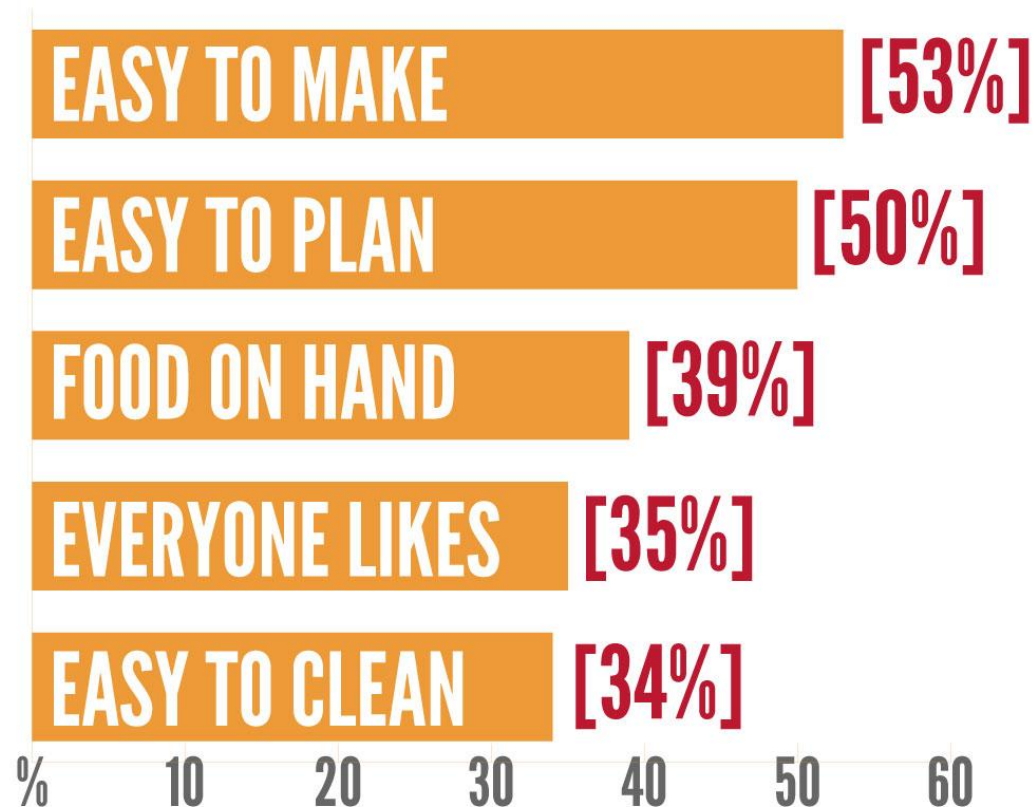
Age and Gender

- 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



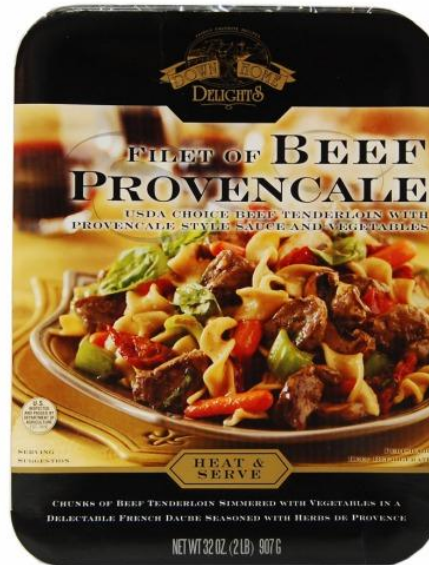
Source: The NPD Group. 2011

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...



Amsterdam

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!

Source: IBM, World Health Organization



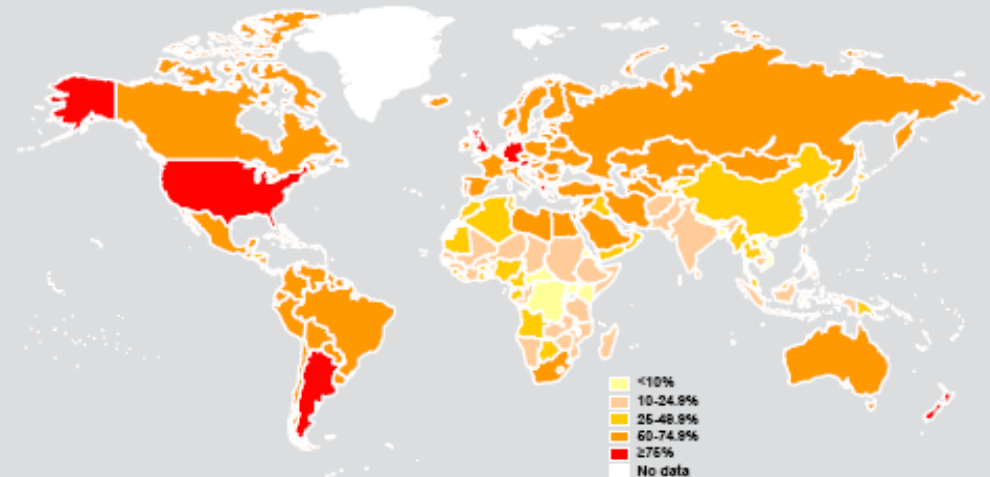
Health Awareness

- 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.

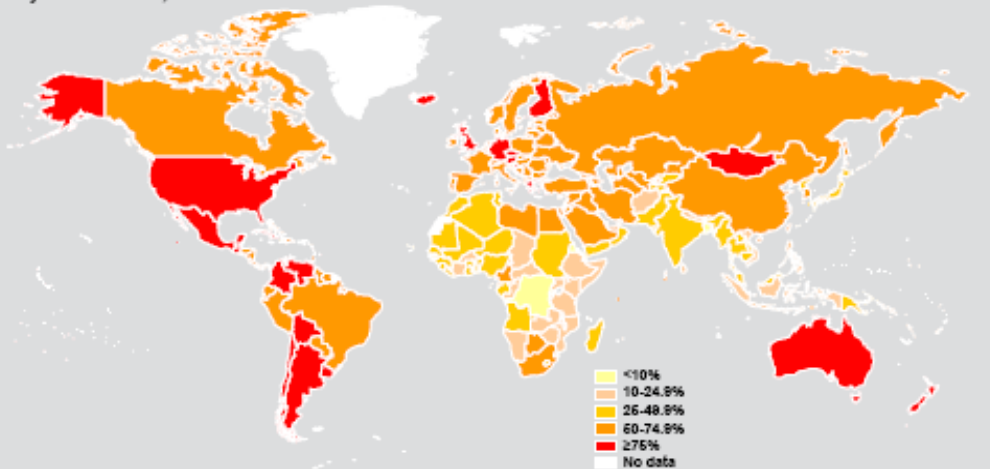
FIGURE 2.

Prevalence of overweight (body mass index ≥ 25 kg/m²) by gender, 2005 and 2015.

Men aged 30 years and older, 2005



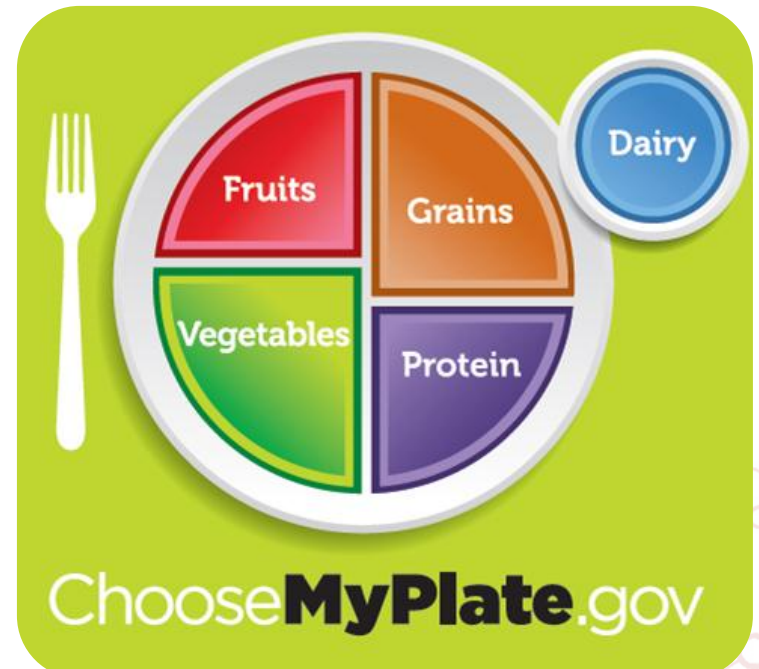
Men aged 30 years and older, 2015



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 plums, drug-laced catfish, filthy plums and contaminated with salmonella.

Yet, it took a much more obscure item, contaminated wheat gluten, to focus 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

By Tula Karras
SELF
updated 1 hour, 59 minutes ago

Jenelle Dörner, 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, Dörner 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 Dörner when she bit into her destructive dinner.

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.

[Story continues below](#)

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

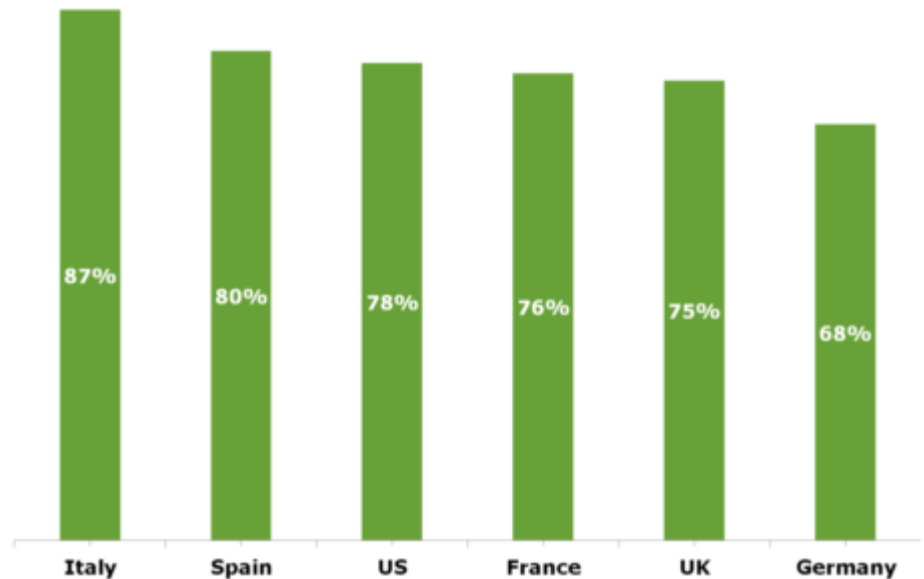


2011 Top of Mind survey by The Consumer Goods Forum ranked Food Safety #4 as a Global concern

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

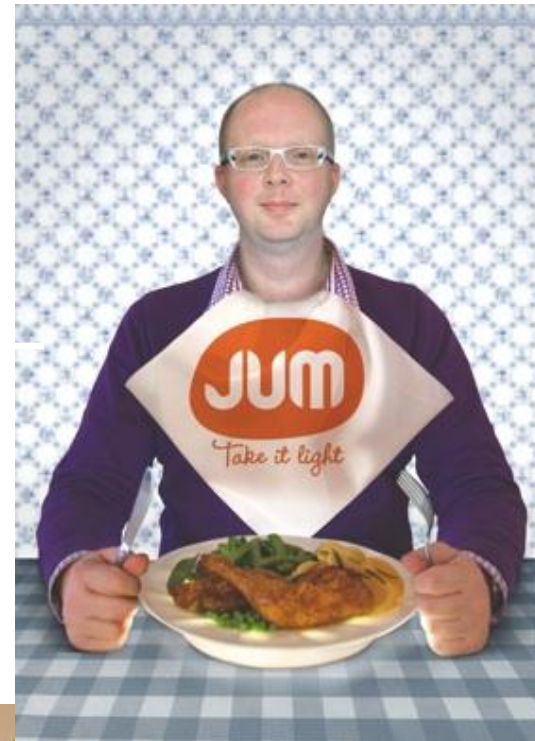


- Digestive Health
- Longevity
- Mind/mood
- Slimming Foods
- Functional ingredients



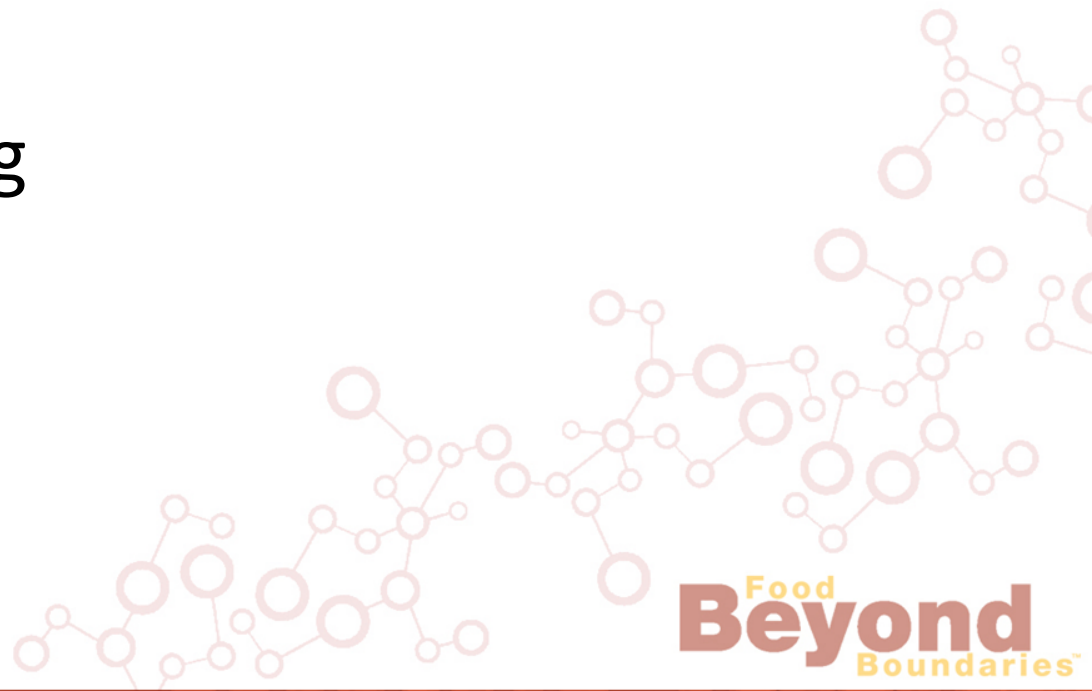
Health Awareness

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!

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

Lavendar Honey
Peanut Butter
Lemon Curd
Organic Maple Syrup

www.goshandashleysworld.com



Slappy Cakes



The NEW Consumer

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



Digitalization

Drivers

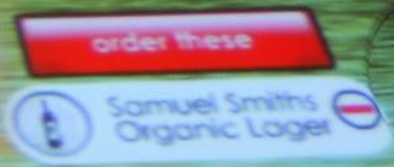
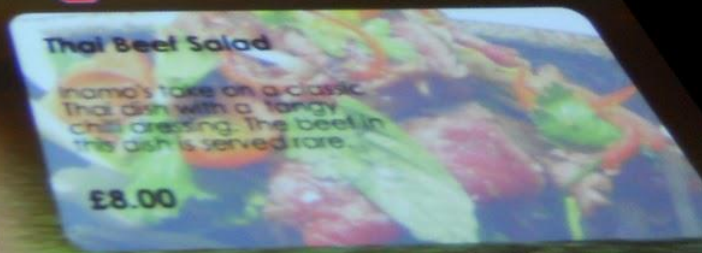
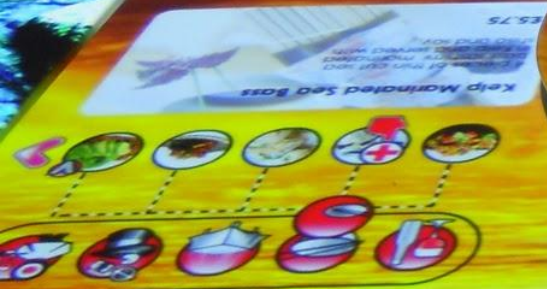
- Advancing technology driving 24/7 connection
- Consumers using digital devices to access, connect with, buy and review food products, services and brands... Everything is smart!
- Sharing the message... the humanization of Technology



inamo



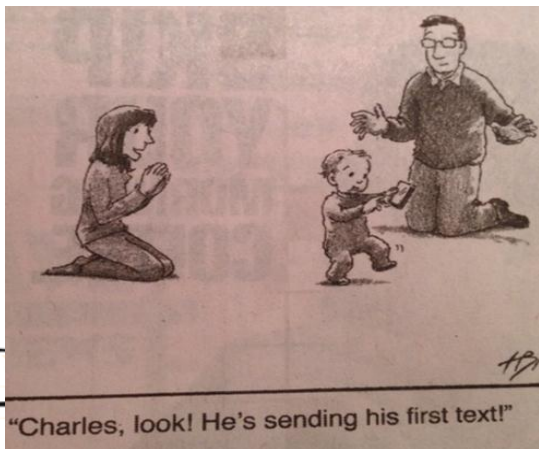
inamo





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:

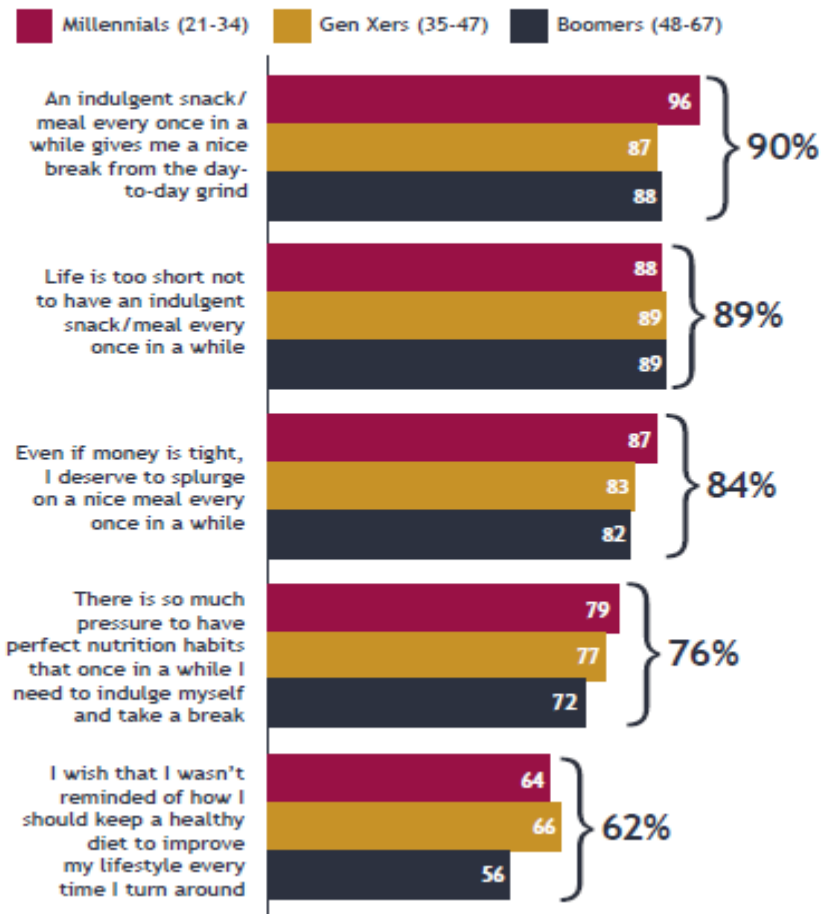
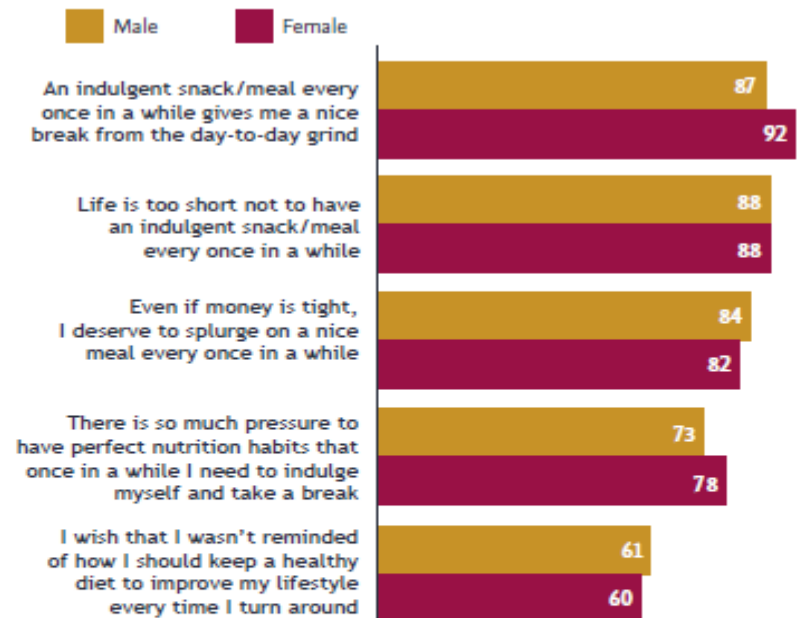


FIGURE 6B:
Percentage of American and British adults who agree:



Source: Iconoculture

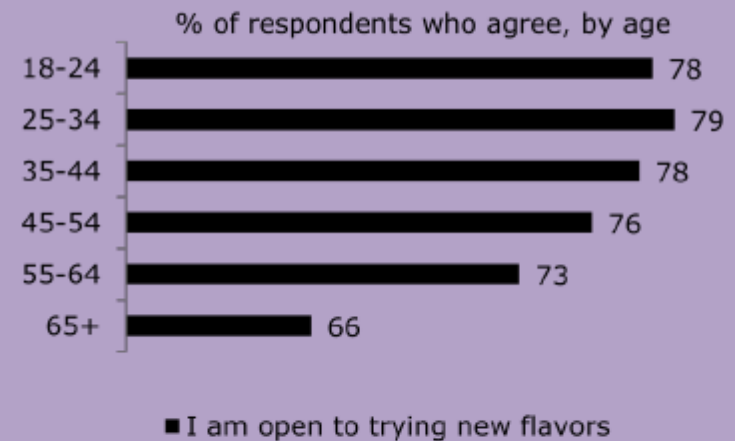


Experience Seeking



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.



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



- 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!



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

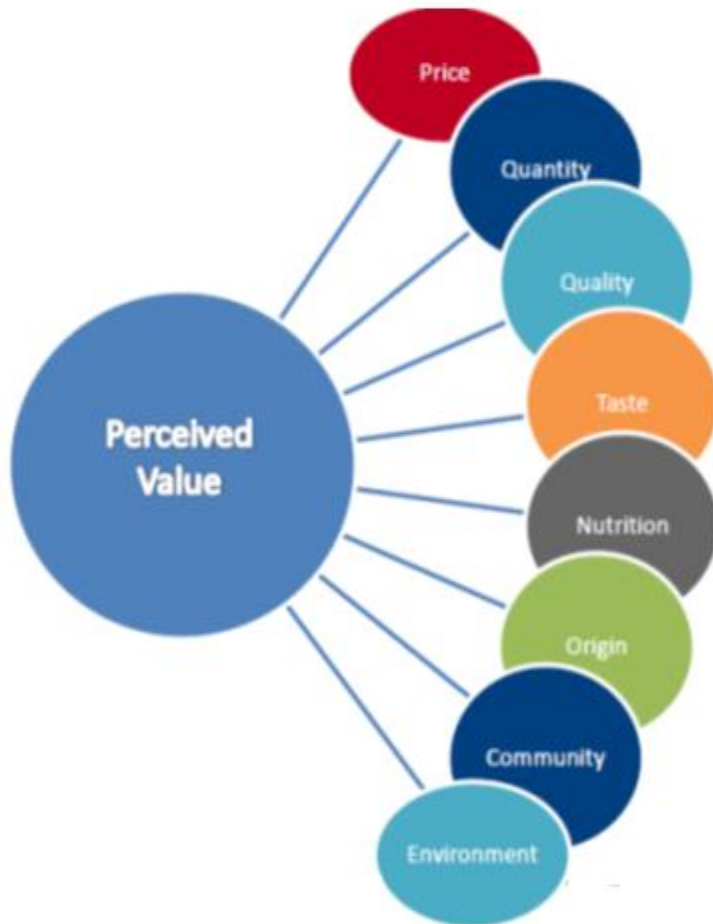
Burrito \$5

korean
short rib
korean
spicy pork
korean
chicken
korean
tofu



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





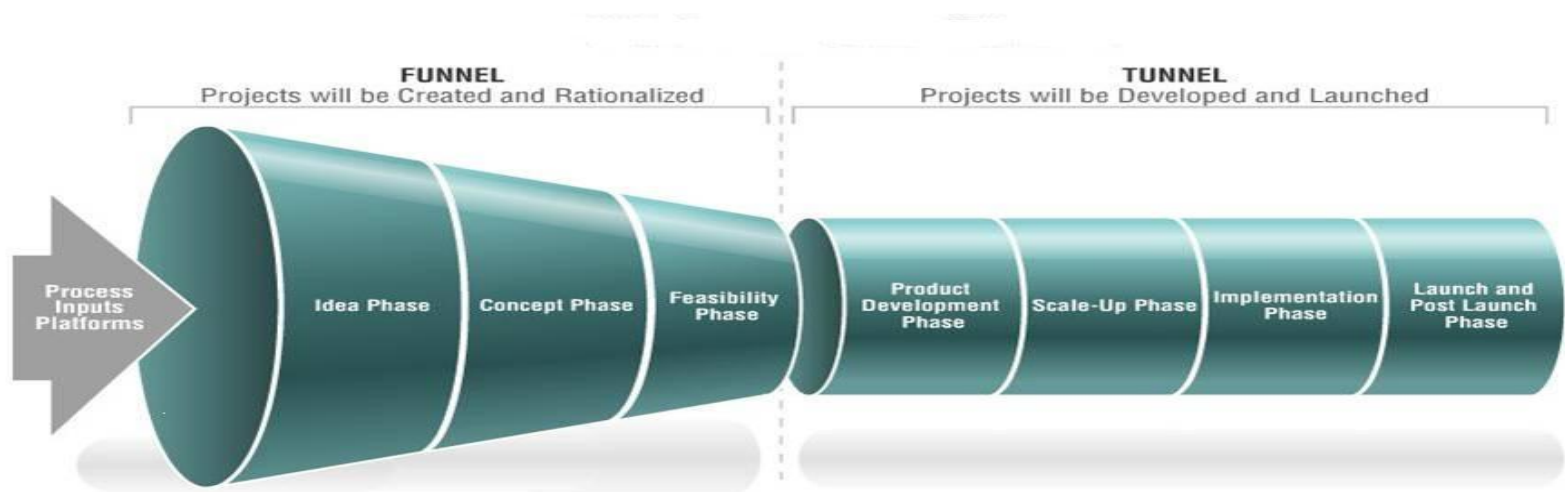
GRIFFITH
LABORATORIES®

Consumer-driven Innovation Process

Food
Beyond
Boundaries™

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

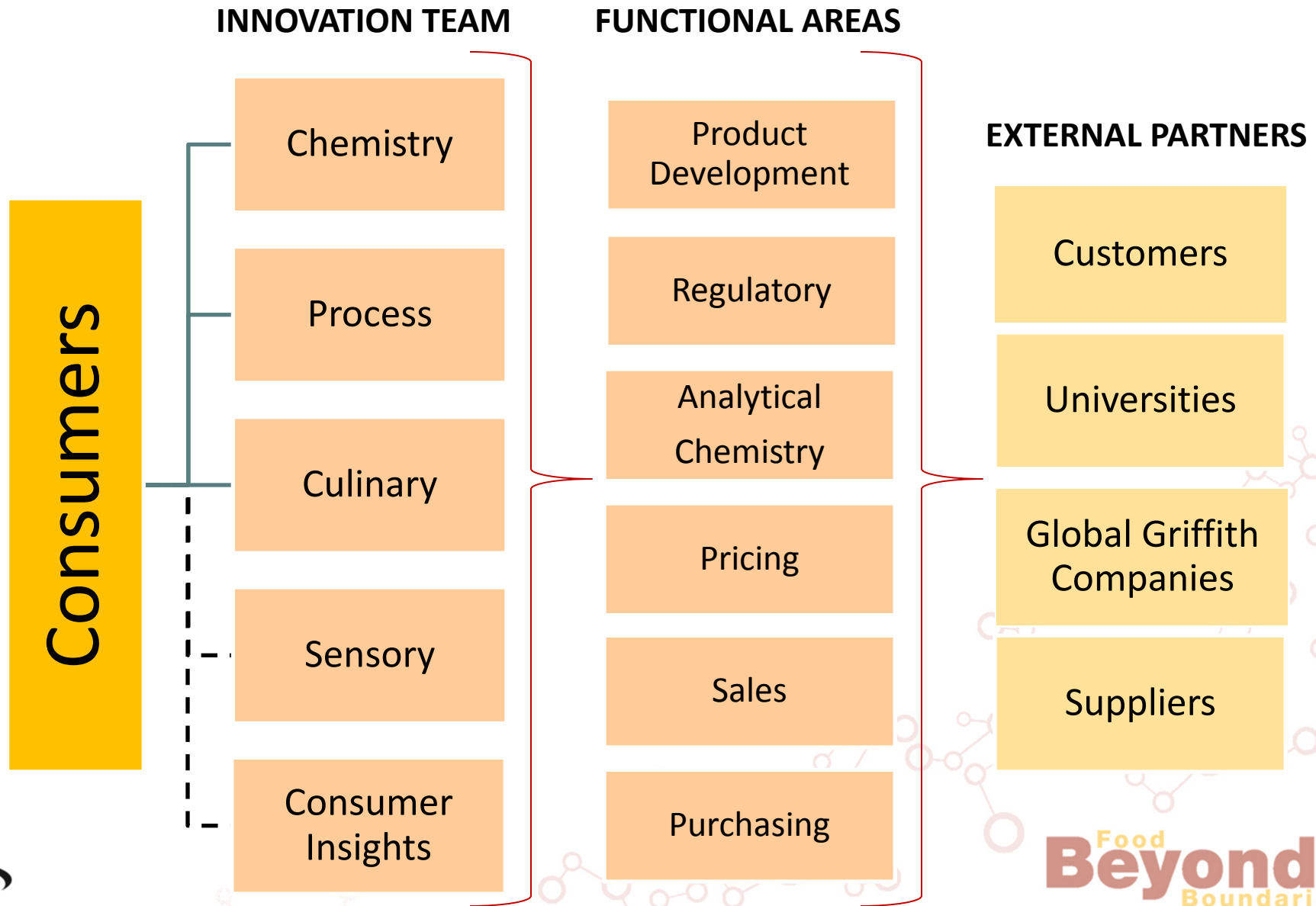
Enjoyment

Economics

Sustainability



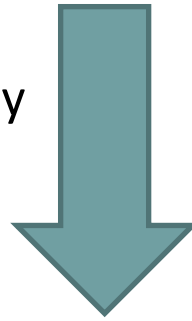
Innovation Structure



Product Development Transfer

Innovation

Technology
Toolkit



Product
Development

Technology
Applications

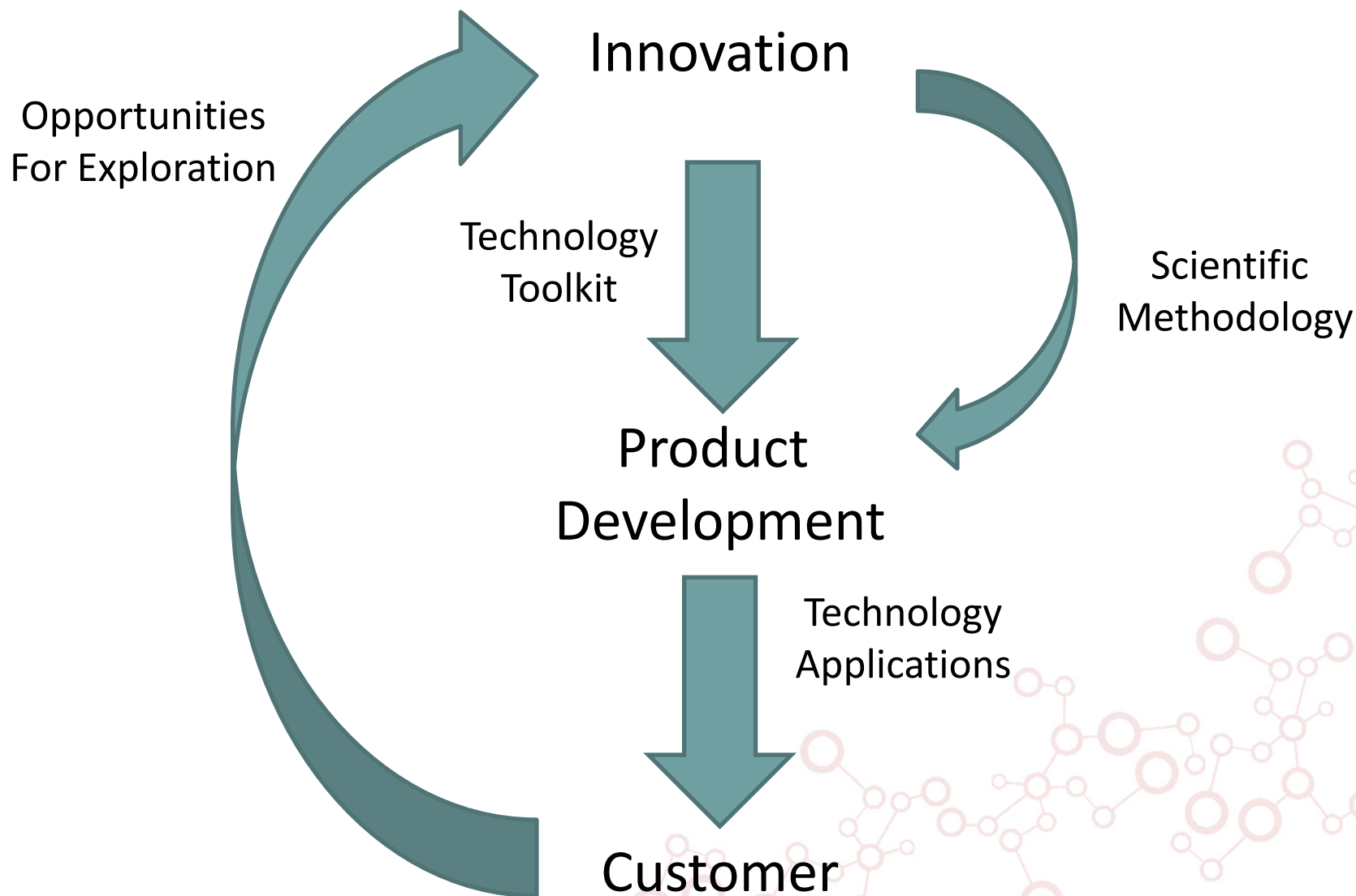


Customer



Food
Beyond
Boundaries™

Product Development Partnership



Consumer-Driven Innovations

Food Safety

MicoCin

Health & Wellness

NaRedux™

CleanIng

Enjoyment

SimpleCooking!

CitraBurst

Economics

optiYield™

Food
Beyond
Boundaries™





GRIFFITH
LABORATORIES®

The Future

Food
Beyond
Boundaries™

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
LABORATORIES®

Summary

Food
Beyond
Boundaries™

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



Food
Beyond
Boundaries