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MATTSON ANNOUNCES 2017 TRANSFORMATIVE TRENDS

*Mattson Discusses the Future Five Macro Trends
That Will Impact Food & Beverage Innovation*

FOSTER CITY, CA February 8, 2017 – Mattson, a Bay Area-based Food & Beverage Innovation firm, recently released its 2017 Future Five Transformative Trends. Mattson President, Barb Stuckey, showcased the trends in her article, *Cellular Agriculture, Intentional Imperfection And 'Post Truth': The Transformative Food Trends Of 2017* on Forbes.com.

Mattson has led food industry innovation for 40 years by leveraging food trends and consumer insights. While understanding the growing momentum around certain foods is extremely important for companies to maintain their relevance, as Mattson President Stuckey explains, “Mattson also believes there are a few key Macro Trends that are going to have an enormous impact on the overall future of food—much more so than this year’s on-trend ingredients like charcoal or cauliflower.”

Since 1977, Mattson has driven clients’ innovation initiatives with a unique industry-wide product development perspective. This allows them to see things others do not.

ABOUT MATTSON

MATTSON is one of the largest independent food and beverage innovation firms in the United States. Since 1977, Mattson has worked with a wide variety of food companies – from large multinationals to first-time food entrepreneurs, helping them to identify disruptive and innovative food and beverage products. Mattson has helped launch close to 2,000 individual SKUs and 100s of restaurant menu offerings. Mattson is an Employee Stock Ownership Plan (ESOP) and is headquartered in Foster City, California, at the intersection of San Francisco’s vibrant culinary scene, California wine country’s food and beverage culture and Silicon Valley’s spirit of innovation. In its 20,000 sq. ft. development facility, Mattson has scale-up capabilities ranging from food service to Consumer Packaged Goods (CPG). It has emerged as a leader in identifying food and beverage trends, leveraging integrated consumer insights, designing distinctive brands and packaging and supporting clients from concept creation to co-packer search to commercialization.

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