

LET'S CELEBRATE NEW PRODUCT INNOVATION

It's hard to know what to do in a global pandemic. But we are hoping—and hearing from clients that they're trying, too—to keep things as normal as possible, while protecting the health of our teams.

A result of the coronavirus outbreak is that the biggest conference in our world, Natural Products Expo West, was cancelled.

In keeping with our annual Expo new products summaries, we're doing the same this year... and it's coming to you from friends and clients of Mattson. Even without a show, even while we work from home, new product launches go on.

We simply wanted to provide a platform for celebrating innovation and new product success. It's all we do everyday, all day. So we appreciate how hard it is.

The first 2 featured case studies are products we're proud to have worked with clients to create.

Those that follow were mostly created without us.

Please stay safe and healthy,
The Employee-Owners of Mattson





MATTSON
AREAS OF SUPPORT



CONSUMER
INSIGHTS



BRAND
STRATEGY &
DESIGN



DEVELOPMENT



COMMERCIAL-
IZATION

SHEPHERDING AN INDUSTRIAL NUT SUPPLIER INTO BRANDED CPG

THE CHALLENGE

The Chico Nut Company grows and processes bulk nuts for sale to major bakery, confectionery, candy and snack manufacturers. They wanted to expand their business into value-added nut products for FDMC channels, and came to Mattson with their idea for a novel nut snack that consumers “toast” in the microwave.

MATTSON’S WORK

We designed and tested with consumers the snack concept and product name, as well as created the overall branding and master package design for Blüm Toasty Almonds. We developed a product line of 5 delicious flavors and validated them with a home-use test (HUT). We identified a co-packer, then led the scale-up effort.

THE RESULT

We took Chico Nut from rough concept to scale-up in about 5 months. Blüm Toasty Almonds debuted at the January 2020 Fancy Food Show with strong interest from retailers.

Natural
Products
EXPO WEST®

2020 Winner

NEXTY
AWARDS™



MATTSON
AREAS OF SUPPORT



DEVELOPMENT



COMMERCIAL-
IZATION

TRANSLATING A TRADITIONAL BURMESE FOOD INTO AN AUTHENTIC CONDIMENT

THE CHALLENGE

Burma Love Foods was founded by Desmond Tan, owner of Burma Superstar Restaurants. Tea leaf salad is the national dish of Burma and the signature dish of Burma Superstar. Desmond approached Mattson to develop a fermented tea leaf dressing with clean label ingredients that matched the complex, savory flavor of the ingredients he was importing from Burma.

MATTSON'S WORK

We formulated and developed a commercially viable line of fermented tea leaf dressings that met the challenge of replicating the traditional robust umami flavor. To accomplish this, we traveled to Myanmar to understand how the product was processed and explored many different ways to match the flavor, to include a vegan version. We identified a copacker and worked closely with them to scale and commercialize the product line.

THE RESULT

The fermented tea leaf dressings are available in retail, foodservice and wholesale. The dressings recently won an **Expo West 2020 Nexty Award** for best new condiment.

2020 NEW PRODUCTS

A SAMPLING OF INDUSTRY INNOVATIONS

Here's Mattson's take on some of the country's most exciting new product launches of the year!



Safe Harvest

Safe Harvest set out to create something different: delicious soups with ingredients you can recognize and trust. No chemicals, preservatives, artificial flavors or colorings. No ingredients you can't pronounce!

They created these new soups to provide healthy, delightful alternatives for consumers who have allergies or dietary restrictions around dairy, gluten, and grains, as well as for consumers looking for a better tasting and more nutritious soup.

Made with clean, wholesome ingredients, Safe Harvest soups are Whole30 approved, paleo, grain-free, gluten-free, and dairy-free—with no added sugar.

- Clam Chowder
- Shrimp Bisque
- Salmon Chowder
- Chicken 'Oodle

safeharvest.com

Mattson says:

Wouldn't you love to stock your pantry with some of these shelf-stable soups? And, by the way, how clever is this for getting around an outdated standard of identity for chicken noodle soup?!

Performance Kitchen

Introducing Luvu's new Carb-Wise Keto-Friendly Meals by Performance Kitchen.

Performance Kitchen's products are made to power active lives and bring consumers more of what they need to be their best selves: herbs, spices, nuts, avocado oil, and meats raised without antibiotics. They're offering meals with vegetables and fiber, as well as the following macronutrients: 14g+ protein, 2-11g net carbs and 28-39g fat.

performancekitchen.com

Mattson says:

We've been watching Luvu evolve over the years, from their LYFE Kitchen roots to "en papillote" meals to the performance-oriented brand they are today. These meals make it easy for consumers to shop the shelf (and virtual shelf) by net carbs. A really smart way to stand out.



Amazing Grass

Amazing Grass is a whole food nutrition brand crafted with organic greens and nutrient-rich superfoods, where no compromise between taste or convenience needs to be made.

Their new effervescent tablet detox supplement makes a refreshing sparkling drink that delivers 30+ antioxidant superfoods plus cleansing ingredients like turmeric, ginger, lemon peel and cayenne.

Their new line of organic, plant-based protein contains superfoods to help nourish lean muscle, support digestion, and manage bloat. In 3 flavors, each serving contains 15g plant protein, and 5 billion CFU probiotics from bacillus subtilis, known for its spore forming ability. Also with Actazin™ kiwi to amplify probiotic activity, and soothing botanicals including aloe vera, banana and pineapple. It's also gluten free, dairy free, with no added sugar.

www.amazinggrass.com

Mattson says:

We believe that gut health still shows tremendous room for growth and innovation. Combining probiotics with plant-based protein powder makes total sense. Progressive consumers, like those who buy Amazing Grass, will instantly understand the 2-in-1 package of benefits.



Amazing Grass®



BRAINIAC

SUPPORTS BRAIN DEVELOPMENT **KIDS**



Brainiac Kids

Brainiac Kids is a new company focusing on brain nutrition for kids, and best known for launching the first kid-friendly yogurt products to support brain development, is expanding its line to introduce a shelf-stable applesauce. Each BPA-free pouch is packed with their proprietary BrainPack®: a blend of brain-fueling nutrients, such as Omega-3s and choline, to support growing minds. All Brainiac Kids products are developed with pediatricians and nutritionists and are non-GMO Project Verified.

In addition to their applesauce, Brainiac Kids also sells whole milk yogurt in drinkable, cup, and squeezable forms.

brainiackids.com

Mattson says:

The COVID-19 pantry-loading phenomenon will remind refrigerated and frozen brands that it's OK, and in some cases smart, to have ambient products to diversify a product portfolio. After all, consumers had no problem stocking up on (and eating for weeks) ambient foods.

In this case, yogurt and applesauce are 2 classic kid faves, making this new line a (timely) brilliant move for Brainiac.



End the battle between nutritious and delicious with pasta that contains an entire serving of vegetables. Tastes good AND is good for you? Turns out, the opposite of impossible is "pasta bowl" (say it out loud!).

What Makes Ancient Harvest pasta unique:

- 1 full serving of veggies per 2 oz serving
- Made with lentils and veggies
- 35+ years branded gluten free heritage
- One of the few gluten-free veggie pastas available in market (the leading brands are not gluten-free)

In 3 Varieties:

- Veggie penne
- Veggie rotini
- Veggie spaghetti

ancientharvest.com

Mattson says:

If there's anything we know, it's that consumers are searching for ways to get more vegetables into their diet. With everyone trying to eat fewer carbs and less gluten, pasta can become a guilt-producing, longed-for indulgence. By combining that craving for pasta with the desire for more veggies, Ancient Harvest has created a winning proposition.

Ozo

OZO™ is the first brand of products brought to market by Planterra Foods, an innovative plant-based protein start-up from Colorado. Dedicated to delivering foods that are abundantly flavorful, and positively delicious, OZO™ has the backing of one of the world's largest food companies. OZO™ dishes up foods that broaden choices and bring new possibilities to the table. Brimming with benefits for people and the planet, their foods help them eat well, feel better and live their best.

The new line of plant-based products will officially launch with burgers, ground, Mexican-seasoned ground, and Italian-style meatballs. Foodservice and club packs are also planned for 2020. The 4 OZO™ products are non-GMO, soy-free, and feature transparent, straightforward and no artificial ingredients. Powered by a proprietary blend of pea and rice protein fermented by shiitake mushrooms, all of the new OZO™ products are an excellent source of protein (up to 22g per serving) and contain no cholesterol and less calories, fat and saturated fat than 80% lean ground beef, as well as leading plant-based protein brands currently in the market.

Mattson says:

Ozo has taken a bold branding approach to stand out on-shelf, with a unique, colorful and accessible message, along with benefits that also differentiate the products. With kids at home and more mouths to feed, the Mexican-seasoned ground could become a Taco Tuesday standard, and the meatballs a family favorite for any meal, any day of the week.



Tillamook

At Tillamook, the belief is that every bite should be celebrated, and their new cream cheese spreads are no exception. They've created a product that delivers on the bold taste and high-quality ingredients Tillamook fans know and love. Their new Farmstyle cream cheese spread recipes are made without gums, fillers or preservatives, for a cream cheese spread that tastes more like cheese.

Tillamook's Cheeseboards offer an indulgent, carefully-crafted snack with delicious flavors pairings, so consumers don't have to sacrifice taste for convenience. Each Cheeseboard pairs their award-winning cheese with premium crackers and flavor-forward fruit spreads, making every bite worth savoring.

tillamook.com

Mattson says:

Who doesn't love the savory-sweet combination of fruit + natural cheese? Now this healthy indulgence is available in a super-premium, fresh form, like the cheese plate you'd put together if you had the ingredients on hand and the time to do it yourself. Wait! I do have the time... but these combinations are soooooo appealing, why would I?



Vital Farms



Vital Farms continues to bring ethically produced food to more tables with the launch of Vital Farms egg bites, a refrigerated, single serve convenient breakfast of two egg-based muffins that are high in protein and certified gluten-free. Freshly cracked eggs are the ideal for breakfast, but rarely the reality during the week. And most convenient breakfast options are overly processed or don't provide the lasting energy needed to get through the day. Vital Farms egg bites raise the standards for weekday breakfast by ensuring all ingredients are ethically sourced and recognizable, kitchen staples. Each egg bite is made with pasture-raised eggs and cheese, humanely raised meats, and vegetables.

Vital Farms egg bites will be available in 3 varieties shipping in July 2020:

- Uncured bacon & cheddar cheese
- Roasted red pepper & mozzarella cheese
- Ham, bell peppers, onions & cheddar cheese

Each package contains two fully cooked egg bites and can be warmed in the microwave for a convenient, on-the-go breakfast or snack.

vitalfarms.com

Mattson says:

We all know the incredible success Starbucks has had with sous vide egg bites. These are even more conveniently available... from your fridge! Eggs are inherently loaded with protein, and suitable for a (lacto-ovo) vegetarian diet. With their animal welfare focus, these are also eggs you feel good about eating.

NATURE'S BAKERY

Nature's Bakery was started by father and son bakers, they believe simple snacks made with real ingredients are the best fuel for active, joyful lives. These snacks are equal parts wholesome and delicious. From hearty whole grains to sun-ripened fruit, what they bake in is as important as what is leave out.

Nature's Bakery's new oatmeal crumble bar is perfect for mornings when you need an instant boost to your day. Made with real fruit filling and oat-topped whole grains. In three flavors: strawberry, apple and cherry. Each variety includes 14g of fiber, 16g of whole grains and is plant-based, dairy free, nut free, and vegan.

This product was voted "Best New Healthy School Snack" of 2019 by Snack Food & Wholesale Bakery.

naturesbakery.com

Mattson says:

Another delicious and on-trend product from Nature's Bakery, this convenient breakfast in a bar logically extends Nature's Bakery into a new occasion while reinforcing the all-family appeal and wholesomeness that has made the brand so beloved to so many.



La Tortilla Factory

La Tortilla Factory has been a trusted, innovative leader in the tortilla category for over 40 years and remains inspired by quality and a commitment to providing better ingredients, better taste and integrity. As the demand for simple better ingredients and mindful eating continues to grow, so does their portfolio. La Tortilla Factory is entering the refrigerated, grain free category with the launch of a new line of grain free tortillas that include 3 varieties; simply cassava, cauliflower, and chickpea. Made with a neutral cassava flour base and a few simple ingredients, these tortillas are clean without compromise. With the authentic taste and flexibility of a traditional flour tortilla, this line offers versatility and convenience to any grain free lifestyle.

The products are non-GMO, vegan, and gluten free, nut free, free from grains, soy and dairy, made with olive oil, and no added sugars.

latortillafactory.com

Mattson says:

When grain-free started popping up a few years ago, we saw it as a huge opportunity, but also, incredibly challenging. La Tortilla has been making premium alternative tortillas for decades, and they've got it down, so if anyone could nail development of a delicious grain-free tortilla, it's them!



Sir Kensington's

Sir Kensington's new everything sauces are globally inspired condiments crafted from regional, single origin ingredients. Everything sauces make incorporating global flavors at home that much more creative and accessible using a convenient drizzle dispense lid.

The four new sauces include Mexican-inspired chile lime crema, Moroccan-inspired garlic, Korean-inspired gochujang and Indian-inspired curry masala.

Each are made with Certified Humane free range eggs and are completely non-GMO Project Verified. They pair well with veggies, chicken, eggs, pizza, fish, grain bowls and any other meal you care to reimagine. Packaged in 50% post-consumer recycled plastic, the labels were designed in collaboration with female and non-binary illustrators from the culinary cultures that inspired the flavors.

sirkensingtons.com

Mattson says:

A great way to add a dash of globally-inspired flavor to, well, everything! All deliver on Sir Kensington's promise of creating stand-out sensory experiences that connect people to each other. The curry masala is a particular favorite, as it's completely incremental to other condiments in our fridges.



Ka-Pop!



Dustin Finkel is a health enthusiast, fitness lover, and an even more passionate eater. He's a CrossFit instructor and trains many of his neighbors and friends. He is constantly battling the desire to watch every ingredient that goes into his body with the desire to just enjoy eating. He also happens to have a background in the food industry.

He and his wife tinkered around with different ancient grains in an effort to create a healthy option, and ended up with a line of snacks based on US-grown sorghum that's regenerative to the land it's grown on, which is vital to maintaining nutrient-rich soil.

These light and crispy air-popped snacks are gluten-free, non-GMO, free of the top 12 allergens, kosher, and vegan.

They were also featured on Shark Tank!

kapopsnacks.com

Mattson says:

We've been hearing about sorghum over the past few years, but no brand has really owned it. Yet. While sorghum can be popped like popcorn, the resulting product is much smaller, making it hard to eat. This line of snacks solves that problem, with delicious savory seasonings, to boot.



a2milk.com

There are 2 main types of beta-casein protein, A1 and A2. a2 Milk is real milk that comes from cows that naturally produce only the A2 protein (and no A1). Published research suggests that a2 Milk may help some people avoid discomfort.

a2 Milk is naturally occurring. Absolutely nothing has been done to the cows to get A1-free milk. The cows are tested and selected based on their ability to naturally produce only the A2 protein type. It's simple genetics, like having brown eyes versus blue.

a2 Milk is produced from US cows, from family-run farms that are independently certified by the Validus Group to ensure they meet strict animal welfare guidelines.

a2 Milk has launched two new creamers made with 5 simple, natural ingredients including a2 Milk and cream: creamy vanilla and sweet cream.

Mattson says:

People who suffer from dairy intolerance or discomfort swear by a2 Milk's products. It's just milk. That's it. But now they've smartly given their consumer base an option for their daily cuppa coffee, too. Makes total brand sense!

Tata Global Beverages

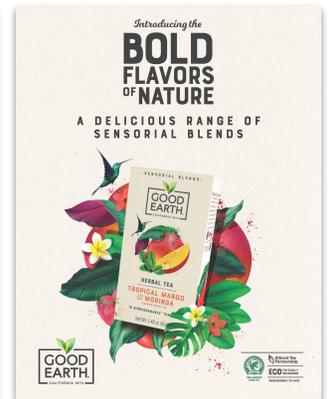
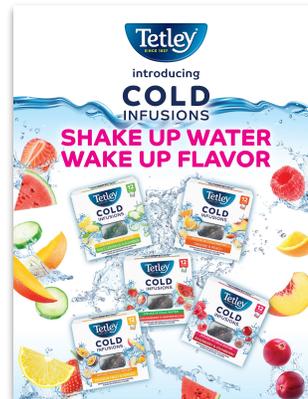
Tata Global Beverages brings four new lines of beverages to the US market:

- Sensorial Blend Teas from Good Earth, a range of eight SKUs made with black, green, rooibos, or herbal teas that all deliver the bold flavors of nature. Rainforest Alliance Certified and part of the Ethical Tea Partnership, the new lineup features biodegradable tea bags.
- Tetley Cold Infusions, caffeine-free teas tea "infusers" that deliver delicious, fruit-tea flavor to cold water for all-day hydration. In flavors like passionfruit & mango, and mint, lemon & cucumber, they have no sugar or artificial flavors. Launched in the UK and Australia previously, they're coming to the US in 2020.
- Harry Brompton's London Ice Teas, bottled iced teas in two refreshing flavors: lemon, lime, and peach. Developed by the Tudor Drinks Company, Harry Brompton's is the UK's fastest-growing tea brand; Tata is now partnering with Tudor to bring these great tastes to North America.
- Loveau Fruit-Infused Sparkling Waters, which are also being imported by TGB in partnership with Tudor. Loveau is a line of fruit-infused sparkling waters, with no sugar or sweeteners, and no calories, but delicious, natural flavors like yuzu, lemon & lime.

Mattson says:

More Americans are coming to understand the many benefits of healthy hydration - from energy, to focus, to healthy skin -- and they crave drinks that hydrate with more flavor than plain water. Tata covers the bases here, with full flavored drinks for all occasions, from morning to night and everything in between.

TATA GLOBAL BEVERAGES



Franklin Farms

Franklin Farms began over 20 years ago in Franklin, Connecticut. Since then, they have been bringing exciting yet good-for-you meatless meals from field to table.

For years, Franklin Farms has provided consumers with a wide range of health-conscious vegetarian products that span dayparts, meal types, and taste profiles. From quick bites to sit-down dinner, Franklin Farms makes cooking with and eating plant-based proteins easy and delicious. Consumers can grow their plant-based horizons with any one of Franklin Farms 27 different products.

Their new product line, Planty Good, includes ready to cook plant based burger patties and a ready to cook meatless ground. The Planty Good products are perfect for health-conscious consumers looking for high quality, great tasting plant-based products.

Planty Good products are non-GMO, vegan, and gluten free.

franklinfarms.com

Mattson says:

Franklin Farms' parent company has been a trusted tofu brand for decades, offering quality products to vegetarians for many years. This fresh product line from Franklin Farms is designed for the broader flexitarian consumer and should help them bring new users to the entire portfolio.



happi foodi



Happi Foodi

Coming soon from Happi Foodi is steel cut oatmeal in two delicious flavors, wild blueberry and brown sugar. The ready-to-heat oatmeal is a hearty blend of steel cut and rolled oats, creamy Greek yogurt, and up to 11 grams of protein for a chef-created, foodie-inspired breakfast the whole family will love.

Accessible, affordable, and easy to prepare, Happi Foodi's keto bowls are a low-carb, high-protein option for the keto diet. There are four unique flavors, including southwestern chicken, chicken alfredo, cheddar parm and coconut chicken. All four keto bowls contain less than 10 grams of net carbs and are available at select retailers nationwide.

happifoodi.com

Mattson says:

It seemed like Happi Foodi came out of nowhere and burst onto the frozen scene with style. With unique flavor combinations (bacon, pear, and feta) and bright, positive messaging, all at an affordable price, the brand is set to appeal to those who will rediscover the quality and convenience of frozen food during COVID-19 stock-up shopping trips.

INSIGHTS, STRATEGY, INNOVATION, AND DEVELOPMENT

North America's premier
**food & beverage
innovation company**



For the past 40+ years
we have been working
with clients at every stage —
**from entrepreneurs to
Fortune 500 companies**



We are a team of 60+

- Food Scientists**
- Culinary Experts**
- Strategists**
- Commercialization Specialists**
- Brand Marketers**
- Designers**



We take you from
where you are now
to launch

We have helped our clients launch
2,500+ CPG SKUs
100s of foodservice offerings



We Make Food Happen

- + From brand and product strategy
- + To new product concepting
- + To product formulation and process development
- + To brand development and design
- + To co-man identification
- + To factory scale-up
- + Informed by consumer research along the way
— exploratory and/or evaluative

What We Believe

- Prototype Prolifically:** get to the food as fast as possible
- Stand Out:** create a powerful point of difference
- Create Crave:** trial is easy; repeat is what drives success
- Solve a Need:** nutritional, sensory, emotional, or otherwise
- Build for Scale:** formulate with a clear line-of-sight to scale