

This section of the monthly update focuses on a specific food/drink category, aiming to provide you with an understanding of what's trending across new product introductions. This month's focus is: **Breakfast Cereals**

### Del Monte adds fruit to oats

Del Monte Foods, most recognized as a producer of canned fruit and vegetables, has launched Del Monte Fruit & Oats.

The product is marketed as the first ready-to-eat oatmeal with one full serving of fruit plus 20g of whole grains. The ready-to-eat products can be served cold or heated in the microwave and are free from GMOs and BPA. The range includes: Apple and Cinnamon, Pear Maple, and Peach Cinnamon Spice.



As featured in the Mintel Trend *Extend My Brand*, brands that branch out beyond their traditional categories and demographics can find new business as well as intrigue consumers.

### Breakfast oatmeal introduced in an innovative foldable bowl



The GFB Maple Raisin Gluten Free Power Breakfast (US) is described as a protein-packed breakfast oatmeal. It contains hemp, flax and sun-ripened fruit with no refined sugars, GMOs, gluten or soy.

The product is packaged in a flat plastic-lined paper pouch with an outer sleeve that can be transformed into a bowl to provide a convenient packaging solution for hot cereal consumption.

Also available in Apple Cinnamon; Coconut Cashew; Fruit, Nuts and Seeds and PB + J varieties.

For more information, please contact  
Tree Top at 509-698-1435

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### On-the-go and snackable cereals becomes popular in North America

#### Snack At Home

**43%**

of cereal consumers in the US eat cereal as a snack



**Kellogg's Vector Cashew Dark Chocolate Granola** comprises dark chocolate, cashew butter, sunflower seeds and cashews. The product can be enjoyed on its own, with milk or with yogurt during breakfast, after workouts or on the go (Canada).

#### More Portable

**40%**

of cereal consumers in the US think cereals should be more portable



**Limited Time Originals Fall Favorites Pumpkin Spice Granola** is a limited edition variety especially for the fall season and can be enjoyed in a bowl, as a snack or as a topping (US).

#### On-the-go

**17%**

of cereal consumers in the US have cereal as a snack away from home



**Clif Blueberry Crisp Energy Granola** is an organic granola that contains protein, wholegrains, and nuts and seeds for sustained energy. The cereal can be eaten with milk or yogurt for breakfast, or as a tasty energy-filled snack (Canada).



**Brekki Raspberry Overnight Oats** are said to be healthy and convenient and comprise a mixture of oats, ancient grains, nuts, seeds, and fruit soaked in almond milk (US).



**Mush Pumpkin Spice Oatmeal** is a natural, cold-soaked and ready to eat oatmeal. It is high in fiber and contains no dairy or sugar added. The cold soaked oatmeal is said to have more nutrients and easier to digest than cooked oatmeal (US).



**Love Grown Comet Crispies Chocolate Cereal** is described as a super delicious cereal that even the pickiest kids will love. It comprises a powerful blend of navy, lentil and garbanzo beans with a delicious chocolatey taste (US).



**Earnest Eats Hot & Fit Mango + Green Tea + Sesame Asia Blend Superfood Oatmeal** is described as a Far East spin on hearty superfood grains and comprises oats, quinoa, amaranth, mango, matcha green tea and sesame seeds (US).



**Bob's Red Mill Gluten-Free Paleo Muesli Cup** is described as a grain-free cold cereal that comprises dried fruit that add a touch of wholesome sweetness, and nuts and seeds that provide a hearty combination of fats and proteins (US).

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### Consumers associate protein with a healthy breakfast

#### Healthy Breakfast 64%

of breakfast eaters in the US attribute high protein to a healthy breakfast, 42% that it contains grains



**Trader Joe's Peanut Butter Protein Granola** is described as chunky, crunchy rolled oat clusters with peanut butter, pea protein and peanuts. This kosher-certified product provides 11g of protein per serving (US).

#### Fiber 46%

of cereal consumers in the US rank high fibre in the top five most important attributes to hot cereal, and 44% for cold cereal



**Earnest Eats Mighty Maple Protein Biotic Oatmeal** is described as a combination of superfood grains, rich maple and cinnamon. It is an excellent source of protein and contains 1 billion CFU probiotics (US).

#### Protein 32%

of cereal consumers in the US rank high protein in the top five most important attributes to hot cereal, and 31% for cold cereal



**Julian Bakery ProGranola Espresso Coffee Cluster Granola** contains probiotics and prebiotics, is paleo and keto friendly and contains 12g of egg white protein (US).



**Quaker Harvest Crunch Dark Chocolate, Cranberry & Almond Granola Cereal** is a high source of fiber and is made with 100% wholegrain Quaker oats, all natural flavors and contains no artificial flavors or colors (Canada).



**Overnight Oats by Dave's Naturals Blueberry Vanilla Almond with Chia Seeds** is said to be simple, delicious and awesome and is a convenient way to have breakfast that is loaded with protein and fiber (US).



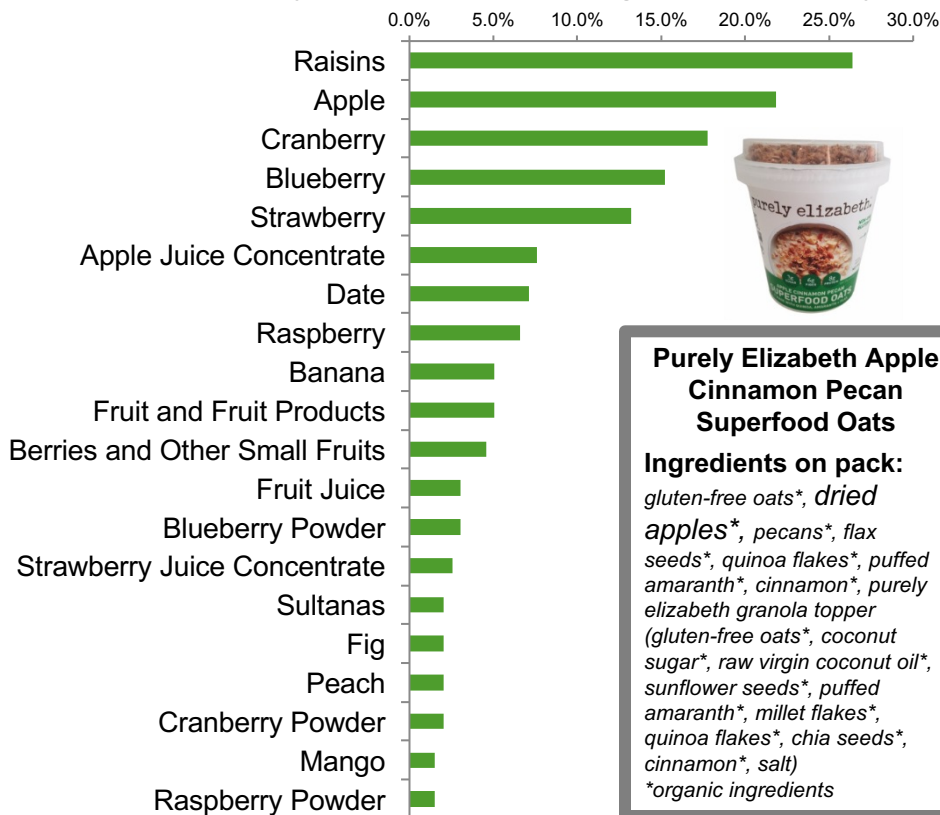
**GoGo Quinoa Super Grains & Fruits Muesli** is said to be high in fiber and iron and contains quinoa, golden berries, raisins, amaranth and chia (Canada).

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This section of the monthly update keeps you informed on what's happening in fruit, focusing on popular and growing fruit ingredients being seen in *Breakfast Cereals* launched in North America.

### Most Active & Top Growing Fruit Ingredients

% of North America breakfast cereal products with fruit listed as an ingredient, by 20 most active fruit ingredients, January-December 2018



**Purely Elizabeth Apple Cinnamon Pecan Superfood Oats**

**Ingredients on pack:**  
*gluten-free oats\**, *dried apples\**, *pecans\**, *flax seeds\**, *quinoa flakes\**, *puffed amaranth\**, *cinnamon\**, *purely elizabeth granola topper (gluten-free oats\*, coconut sugar\*, raw virgin coconut oil\*, sunflower seeds\*, puffed amaranth\*, millet flakes\*, quinoa flakes\*, chia seeds\*, cinnamon\*, salt)*  
 \*organic ingredients



**Joyböl Smoothie Bowls Strawberry Almond Quinoa Crunch Smoothie Bowls**

**Ingredients on pack:**  
*wholegrain oats, almonds, sugar, soy protein isolate, vegetable oil (coconut oil, sunflower oil and/or palm oil), sorghum, brown rice syrup, dairy solids, strawberry powder, sweet dairy, whey, dried strawberries, quinoa, cranberry powder, 2% or less of (soy flour, natural flavour, dried apples, vegetable juice for color, soy lecithin, carrageenan, tapioca starch, sodium caseinate, honey, salt, gum acacia, molasses, sunflower lecithin, citric acid, fruit juice for color, coconut, wheat flour, hazelnuts, pistachios, pecans, mixed tocopherols (vitamin E) for freshness)*

Emerging Fruit Ingredients seen in Breakfast Cereals	% change: Jan-Dec 2017 vs Jan-Dec 2018	Total Sample
Blueberry Powder	128%	2.1%
Peach	128%	1.4%
Cranberry Powder	128%	1.4%
Luo Han Guo Extract	128%	0.7%
Raspberry Powder	71%	1.2%
Baobab Powder	71%	1.2%
Blueberry Juice Concentrate	71%	1.2%
Fig	52%	1.7%
Berries and Other Small Fruits	47%	3.8%
Fruit Juice	14%	2.8%

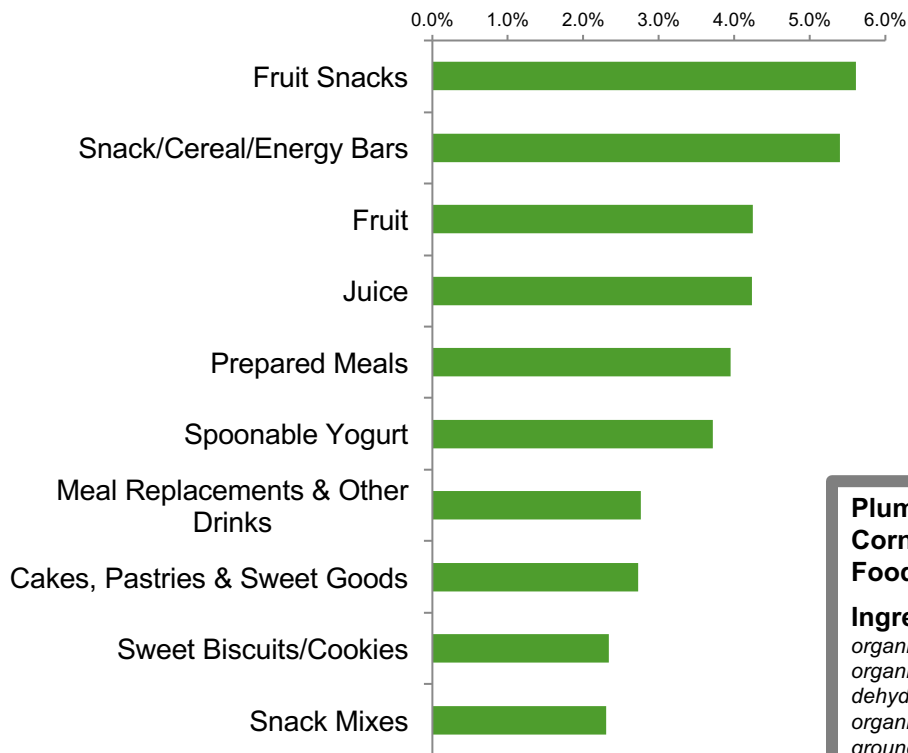
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This section of the monthly update keeps you informed on what's happening in fruit, focusing on popular and growing fruit ingredients being seen in food/drink products launched in North America.

### Most Active & Top Growing Categories with Fruit Ingredients

% of North America food & drink products with fruit listed as an ingredient, by 10 most active sub-categories, January-December 2018



**Plum Organics Carrot, Spinach, Turkey, Corn, Apple & Potato Organic Baby Food with Celery & Onion**

**Ingredients on pack:** water, organic carrots, organic spinach puree, organic ground turkey, organic corn puree, organic apple puree, organic dehydrated potato flakes, organic celery puree, organic onions, organic extra virgin olive oil, organic ground rosemary, organic ground sage

Emerging Sub-categories with Fruit Ingredients	% change: Jan-Dec 2017 vs Jan-Dec 2018	Total Sample
Baby Cereals	2318%	0.18%
Instant Noodles	1210%	0.10%
Rice	656%	0.12%
Oils	404%	0.04%
Mixed Assortments	303%	0.04%
Baby Biscuits & Rusks	263%	0.17%
Butter	253%	0.07%
Dessert Toppings	202%	0.09%
Syrups	202%	0.03%
Baby Fruit Products, Desserts & Yogurts	200%	1.51%

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This section of the monthly update allows you to see the top ten US *hot breakfast cereals with fruit ingredients* based on highest purchase intent scores\*. Purchase Intent scores are calculated based on the percent of consumers who responded that they would "likely" or "definitely would" buy these products after the price was revealed.



1

**Quaker Instant Oatmeal Lower Sugar Variety Pack**

**69%\* Purchase Intent**



2

**Quaker Apples & Cinnamon Instant Oatmeal**

**64%\* Purchase Intent**



3

**Giant Eagle Instant Oatmeal Variety Pack**

**62%\* Purchase Intent**



4

**Kroger Fruit & Cream Variety Pack Instant Oatmeal**

**59%\* Purchase Intent**



5

**Quaker Instant Oatmeal Strawberries & Cream Instant Oatmeal**

**58%\* Purchase Intent**



6

**Quaker Select Starts Antioxidants Blueberry Cranberry Instant Oatmeal with Antioxidants**

**58%\* Purchase Intent**



7

**Kroger Apple & Cinnamon Instant Oatmeal**

**57%\* Purchase Intent**



8

**Kroger Traditional Flavor Variety Pack Instant Oatmeal**

**57%\* Purchase Intent**



9

**Giant Eagle Instant Oatmeal Fruit & Cream Flavor Variety Pack**

**57%\* Purchase Intent**



10

**Nature's Path Organic Instant Oatmeal Variety Pack**

**57%\* Purchase Intent**

\* Average purchase intent score for US *Hot Breakfast Cereals with Fruit Ingredients* = 42%

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6 Source: Mintel Global New Products Database (GNPD)



This section of the monthly update allows you to see the top ten US *cold breakfast cereals with fruit ingredients* based on highest purchase intent scores\*. Purchase Intent scores are calculated based on the percent of consumers who responded that they would "likely" or "definitely would" buy these products after the price was revealed.



1

**Kellogg's Special K Nourish Berries and Peaches Cereal**

**73%\* Purchase Intent**



2

**Kellogg's Special K Nourish Apple, Raspberry & Almond Multi-Grain Flakes with Quinoa Cereal**

**70%\* Purchase Intent**



3

**Kellogg's Special K Nourish Coconut, Cranberry & Almond Multi-Grain Flakes with Quinoa Cereal**

**65%\* Purchase Intent**



4

**Kellogg's Raisin Bran Cereal**

**63%\* Purchase Intent**



5

**Post Great Grains Raisins, Dates & Pecans Cereal**

**63%\* Purchase Intent**



6

**Fit & Active Vitality Cereal with Red Berries**

**61%\* Purchase Intent**



7

**Kellogg's Raisin Bran Cereal**

**61%\* Purchase Intent**



8

**Kellogg's Special K Nourish Coconut Cranberry Almond Multi-Grain Flakes with Quinoa**

**60%\* Purchase Intent**



9

**Quaker Overnight Oats Raisin Walnut & Honey Heaven Chilled Oat Cereal**

**60%\* Purchase Intent**



10

**Kroger Crunchy Raisin Bran with Oat Clusters**

**59%\* Purchase Intent**

\* Average purchase intent score for US **Cold Breakfast Cereals with Fruit Ingredients** = 36%

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7 Source: Mintel Global New Products Database (GNPD)

