

# Holmes & Marchant



Innovation Inspiration  
from the 2009 World Food & Beverage Fair

# INSPIRATION

Sometimes we just need to see someone else being innovative to become creative ourselves. And of all the places in the world to visit for ideas, there's nowhere better than the bi-annual Anuga Fair in Cologne. What a brilliant place to get inspired - 6,500 exhibitors from 97 countries.

This short summary of our two day visit concentrates on things that inspired us; things that made us think. And things that represented the green shoots of new trends.

# INSPIRATION FROM TENSION

Innovation often comes from resolving a tension. In this case the *tension* between the desire to do more and the reality of tiredness. Find a tension, find an opportunity. Pity many suppliers are hung up on one way to sell it to the target audience.



# INSPIRATION FROM FINDING A NICHE

Innovation often is most productive on the fringes of a market. Here is someone who has seen the success of energy drinks and wants some of the action - but takes a niche position to give themselves more room - and steal some volume from vitamins as well.



# INSPIRATION FROM DESIGN

Could anything be more basic or boring than salt. Well take heart all of you with apparently 'boring' categories. These two companies have done a brilliant job re-inventing salt using the power of design.

The salt itself is coloured and textured. And the containers just make you want to pick them up and hug them.

Never underestimate the power of design in innovation.



# INSPIRATION FOR WATER



Add Chardonnay and sell it as a low (8°) alcohol drink.



Using water from coconuts - so water can come from other sources than mountains.



Focusing on one specific benefit.

# INSPIRATION FROM IRREGULARITY

Consumers today are looking for products which feel more natural and less processed. Regular shapes are a signal of 'factory-made' whilst irregularity signals the 'artisan'. Like this cheese.



# INSPIRATION FROM CELEBRITIES

This can be a really quick win for companies lacking big marketing budgets - borrow the fame from someone everyone knows. Like these three have done.



# INSPIRATION FROM CONTAINERS

These people are getting reappraisal of their categories by changing the type of container used - in these cases for mustard, tea and olive oil.



# INSPIRATION FROM EL BULLI

Molecular cuisine from restaurants like El Bulli looks like its about to invade the supermarkets. We saw several new products at the Anuga that helped consumers create new 'molecular' types of food.



# INSPIRATION FROM INNOCENT

The first signs of a smoothie avalanche have started to appear at the Anuga, with a number of brands developing packaged smoothies like Innocent.



# INSPIRATION FROM ADDED INGREDIENTS

Sometimes just adding one single hero ingredient can be enough to make you stand out in your category. Like these four have done with: iron, salt, dietary fibre and aloe vera.



# INSPIRATION FROM MOANING KIDS

“But I don’t like peeling the skin off the fruit.” Now your kids don’t need to with this great new product idea.



# INSPIRATION FROM CHEFS

One of our favourite stands was Kopport Cress BV who just grow cress for chefs to decorate plates in posh restaurants.

But not just any cress - loads and loads of different, intriguing colourful types of cress.

A tiny market may be, but we bet they make great margins.



# INSPIRATION FROM ZAGGING

When everyone zigs, the clever innovator zags. Like this company who instead of producing regular chips, have produced a very unusual long, rectangular one.



# INSPIRATION FROM AFRICA

Could the Baobab be the next trendy fruit to hit the market? It seems to have much going for it, and truly is a 'super fruit'.



# Holmes & Marchant

*For further information, please contact:*

Andrew Doyle, Chairman.

Marlow Place, Station Road, Marlow, Buckinghamshire. SL7 1NB  
E: [andrew.doyle@holmesandmarchant.com](mailto:andrew.doyle@holmesandmarchant.com) T: ++ 44 (0) 1628 890 890

[www.holmesandmarchant.com](http://www.holmesandmarchant.com)