

Final Thoughts for Food and Drink

EXPERIENTAL , FUNCTIONAL AND INVENTIVE

CELEBRATES INTEGRITY AND NATURALNESS

IS INHERENTLY RESPONSIBLE

IS TRANSPARENT AND BS FREE

CONVENIENCE FIRST

EMBRACES PARTNERSHIPS AND TOGETHERNESS

*TECHNO TUNED*

## REPORTS AND STUDIES REFERRED TO.

<https://www.bordbiaconsumerlifestyletrends.ie>

<https://www.bordbia.ie/globalassets/bordbia.ie/industry/marketing-reports/consumer-reports/functional-food-and-beverage-innovation-playbook-june-2019.pdf>

<https://www.bordbia.ie/globalassets/bordbia.ie/industry/marketing-reports/consumer-reports/what-does-clean-mean-2019.pdf>