

Sejal Ravji

World Food Innovate 2017

GB FOODS

Amsterdam
22-24 May 2'17





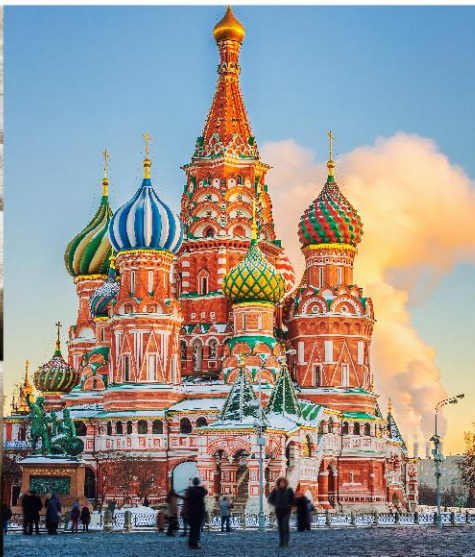
GB FOODS

Enjoying together
around good food.





More than
2400 people



more than 50 countries



	 Office	 Factory
WESTERN EUROPE		
SPAIN:	HeadQuarters	5 Factories
ITALY:	1 Office	1 Factory
HOLLAND:	1 Office	
RUSSIA & CIS		
RUSSIA:	1 Office	1 Factory
AFRICA		
SENEGAL	1 Office	1 Factory
CAMEROON	1 Office	
MALI	1 Office	
IVORY COAST	1 Office	
NIGERIA	1 Office	2 Factories
ALGERIA	1 Office	1 Factory
GHANA	1 Office	1 Factory
GUINEA	1 Office	
TOGO	1 Office	
BENIN	1 Office	
MIDDLE EAST		
HONG KONG	1 Office	
CHENNAI	1 Office	
DUBAI	2 Offices	



Gallina Blanca

STAR

Grand'Italia
maestro pastaio

 **JUMBO**

Gino



**TASTE
ENHANCERS**



**SOUPS &
LIQUID SOUP
BOUILLON**



**TOMATO
MAYONNAISE
& SAUCES**



**READY
MEALS**



**PASTA
& RICE**



**TEA &
INFUSIONS**



**MILK
POWDER**





DO BIG ORGANIZATIONS
DREAM OF
ENTREPRENEURIAL SPIRIT?

The world is changing...



... & technology is accelerating the change



THE THREE WAVES OF EATNOMICS

2015-2018

TRANSPARENCY & TRACEABILITY

TECH RESTAURANTS

GROCERANTS

VEGAN MEAT

2019-2022

SMARTKITCHEN

SPECTROMETERS

ROBOTS

VR

SUBSTITUTE FOODS

INTERNET OF THE SEAS

3D PRINTING

2023-2026

SMART FOOD CITIES

NANO TECHNOLOGY

PERSONALIZED FOOD

PREDICTIVE MENUS

LAB TO TABLE

SMART NUTRITION

SOIL-FREE AGRICULTURE

AI

“Smaller” local players & start-ups are winning...

“Traditional” big global corporations

“Small” fast growing local companies & start-ups



... and bigger ones are having to gobble them up



Stacy's



Naked



Evolution



Stonyfield



2 Vacas



Garden
Fresh



Bolthouse

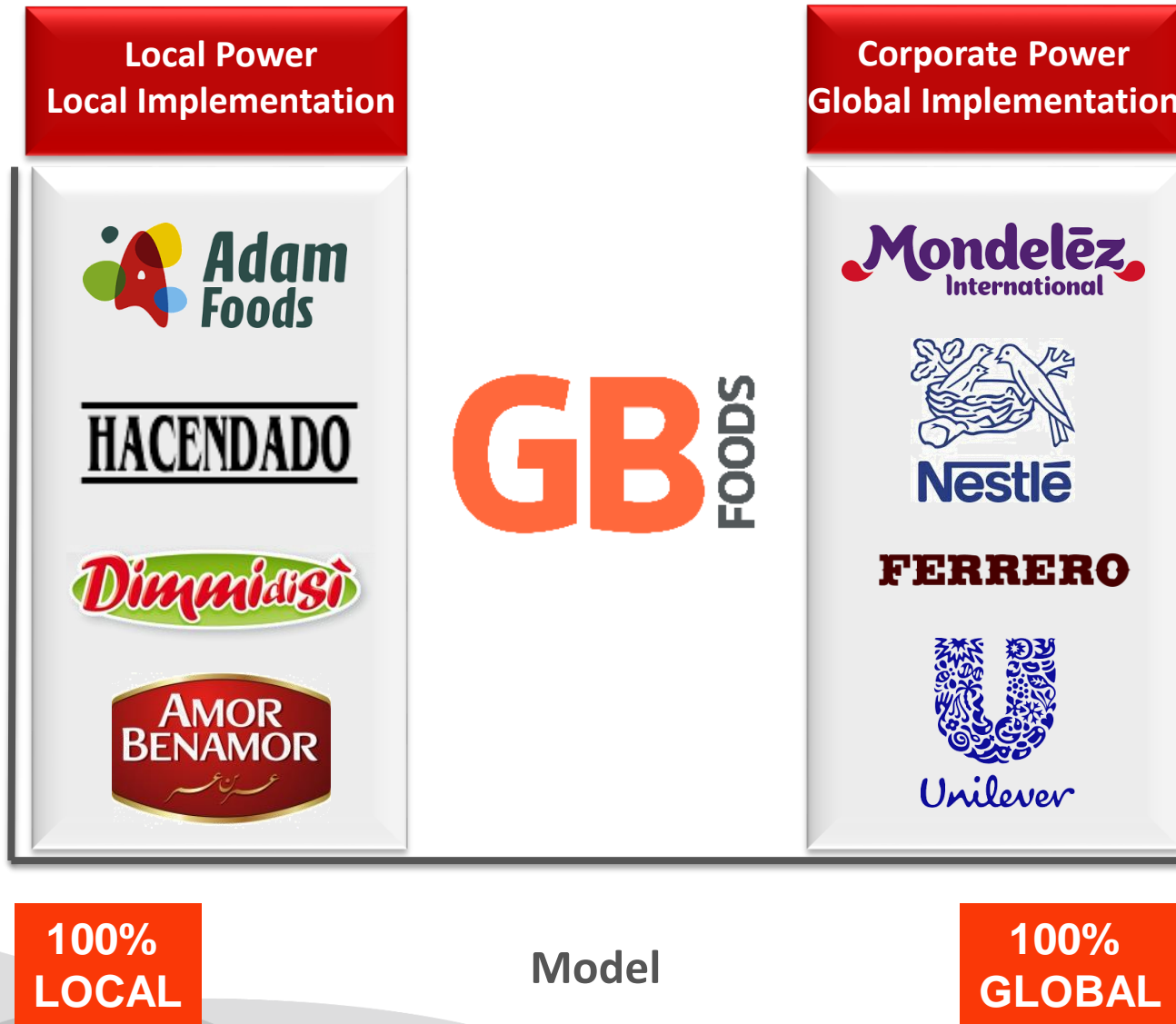


Annie's



Epic

We need to find a balanced model...



... and change our cultural mindset

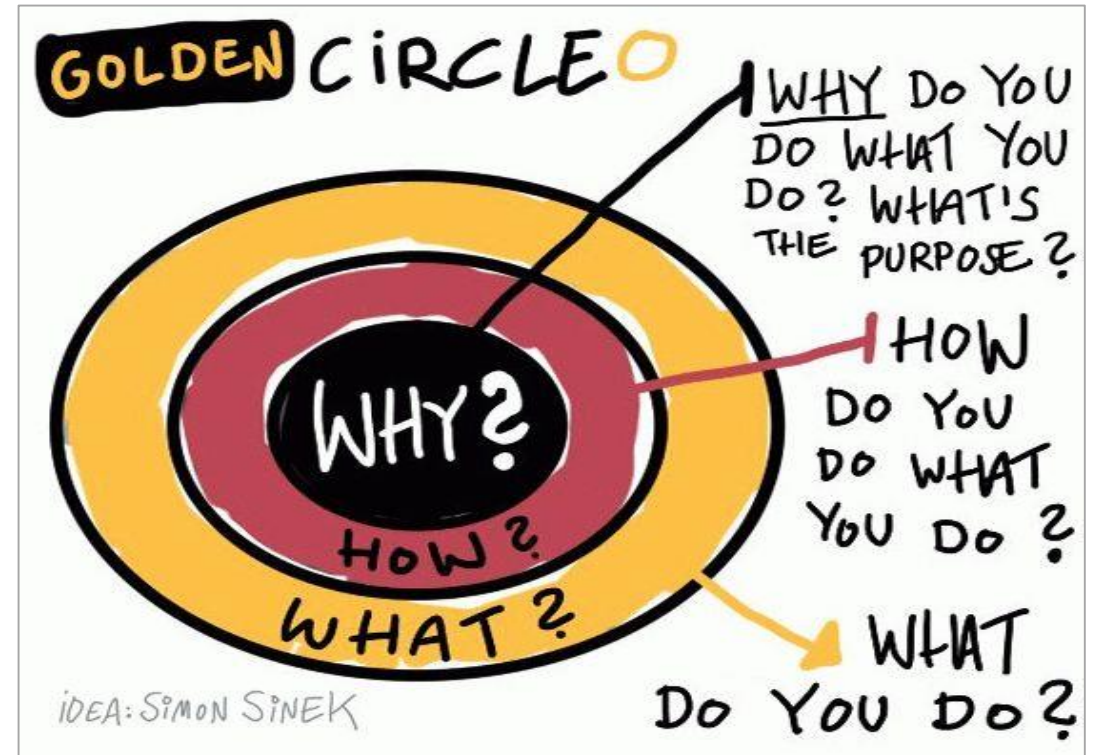


1. Profit vs. Purpose

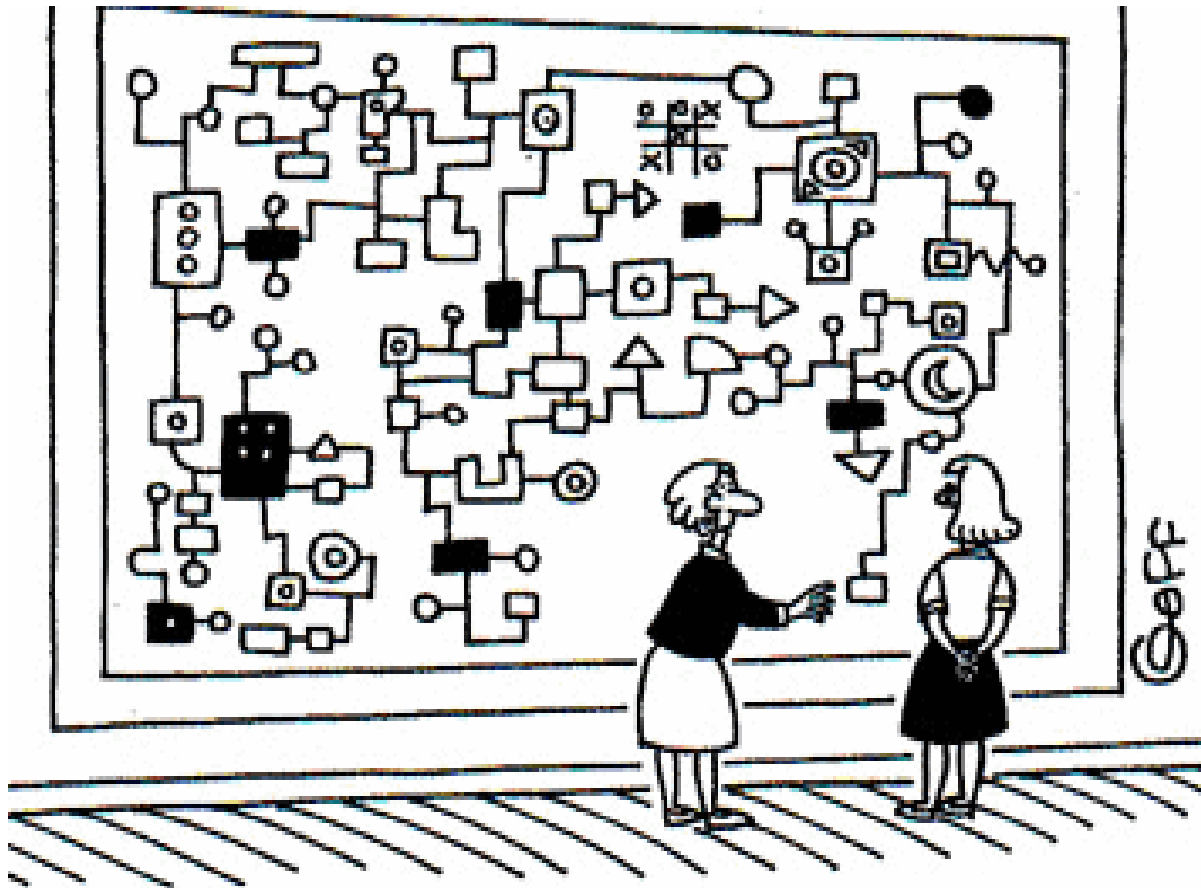
Profit driven brands



Purpose driven products



2. Corporate bureaucracy vs. Entrepreneurial simplicity



3. Need to know vs. Transparent culture

Consumers are skeptical of large, long-established food companies



Campbell's

WHAT GOES INTO OUR FOOD HOW WE MAKE OUR FOOD THE CHOICES BEHIND OUR FOOD HOW WE HELP ASK US

What Goes INTO OUR FOOD

Choose a product or brand and find out what ingredients we use, how we develop recipes, the packaging we select and where the product is made.

We're just starting. We will add more products and brands over time. So if there is something you would like us to talk about get in touch.

KEY INGREDIENTS

Chicken Stock

The stock is made from chicken and seasoning in water and concentrated through evaporation. We use a small amount of dehydrated or dried chicken stock for added flavor.

Noodles

We use fresh egg noodles in our 10 3/4 oz cans. These are made with flour, egg and water, and

INGREDIENTS FOR FLAVOR

Dehydrated onions
We used dehydrated or dried onions as a base flavor.

Monosodium glutamate (MSG)
MSG is used to enhance the soup's savory flavor and is made by fermenting cane or beet molasses.

Salt
Table salt adds seasoning and flavor.

Sugar
Balances the savory flavors.

Yeast extract
A natural flavor derived from yeast which adds a savory taste.

4. Traditional offices vs. Open environment



5. Fear of failure vs. Never give up attitude

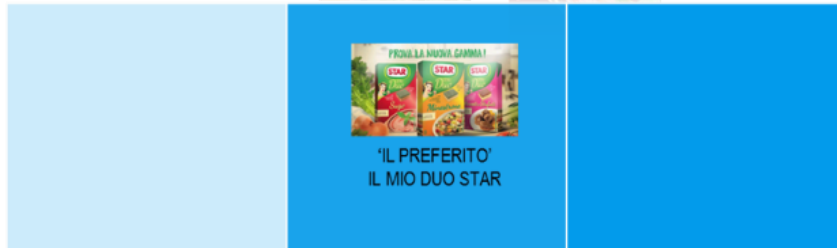


“My problem is, I lost my first million before I made my first million.”

Launched: 2015



PERSUASION SCORE ↑



Concept	Trial Index	Consumer Demand		
		Relevance	Expensive	Differentiation
DUAL LAYER	112	H	M	H
Product	Repeat Index	Relevance		Expensiveness
		H		M
PRODUCT VARIETIES	106	H		M

AWARENESS INDEX →

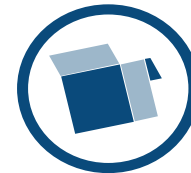
Removed: 2016

CONCEPT



widen the scope of the recipe usage

PACK



specific function not always clear to consumer

COMMS



not powerful enough to state the point of difference

Launched: 2016



2017 (1 year later)

MARKET SHARE

5%



PENETRATION

5%

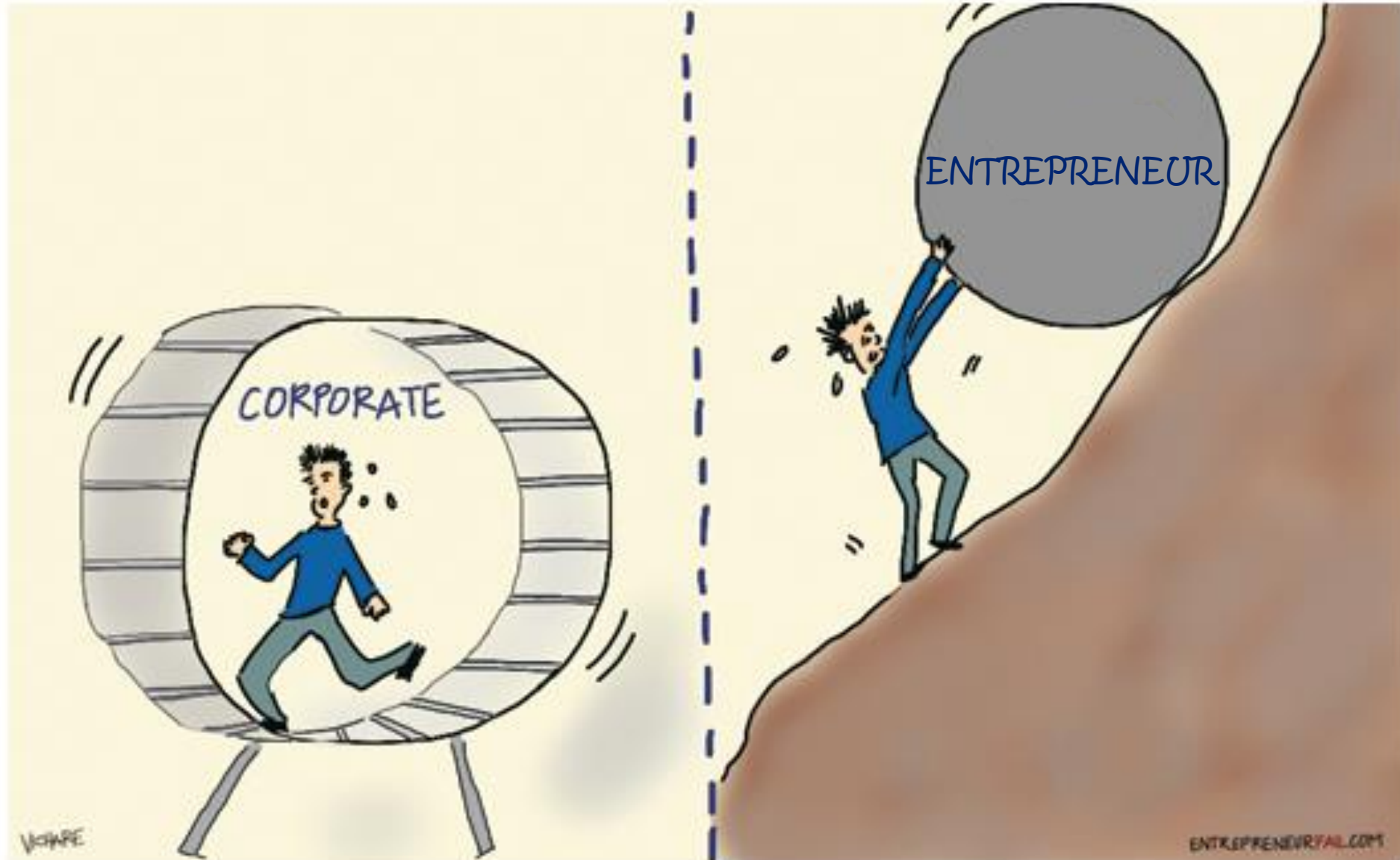


REPEAT

15%



Find your entrepreneurial spirit and keep pushing!



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Thank You