

Savour some sweet satisfaction in 2022

The rise of the snack was an unintended consequence of extended lockdown. Almost a year and a half of working and schooling from home made a significant impact on how we consume certain foods and beverages, and the snack, both sweet and savoury, rose to the occasion. The pandemic also saw the rise of a newly health-conscious consumer looking for reduced sugar and low-fat snacks that complement their wellness goals. Savvy producers and manufacturers are embracing this trend globally and in South Africa.

Snacks and Treats are evolving

The Snacks and Treats category covers a wide range of sub-categories and departments, including salty snacks, sweet treats, meaty snacks, and dried fruit and nuts, as well as dairy treats like yoghurt, drinking yoghurt, bite-sized cheese treats, and dairy-based drinks. Snacks and Treats also must meet evolving consumer requirements such as high-protein, low-carb, keto, banting, dairy- and gluten-free, vegan, and vegetarian.

Snacks and Treats feed the body and the soul, replacing meals, and providing healthy energy boosts, while also offering psychological comfort in stressful and anxious times.

This is many boxes to tick, but the variety of options on offer provides a multitude of brand building and sales opportunities for suppliers and retailers.



The snack as meal replacement

Spoonshot, a data-led food innovation insights company, says that on social media at least, snacking is king. In a recent newsletter, Breakfast at Hershey's, they note that, "Among snack-related social media conversations, we found mentions of chocolate had gone up from 4.8% of conversations in 2018-19 to 8.7% of conversations during 2020-21."



This is why they weren't at all surprised when iconic US brand Hershey's successfully launched their Reese's Snack Cake, and then followed this up with a crunchy version.

Food innovation insights company Spoonshot notes how snacks association to meals in social media posts has increased over the last five years.

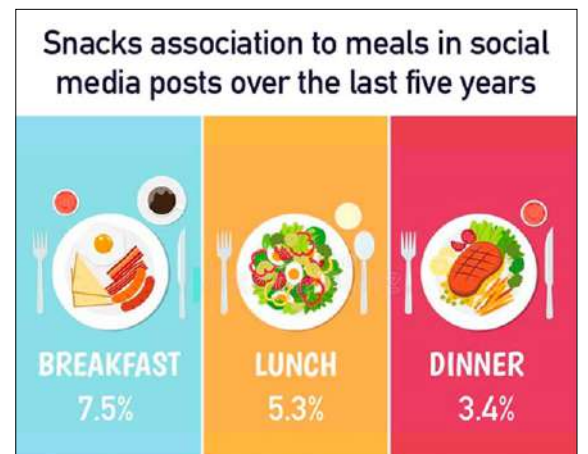


Image courtesy of Anna Guerrero, Pexels

Breakfast snacks on the rise

Several food data companies have noted that lockdowns and working from home has led to an increase in snacking and home-based treats, particularly over the breakfast period. The same reasoning applies to snacks and treats for school-aged children. Parents juggling work, school, and family life from home are reaching for snacks as meal replacements for the whole family, and they're demanding wholesome and nutritious offerings as well as little luxuries.

In an online article on upcoming food trends for Food Navigator-Asia, Pearly Neo quotes Whole Kids founder and CEO Monica Meldrum, saying "Children's snacks [are not new] but never has the appreciation for good quality, nutritious, organic product options been higher [amongst parents]."

Mindful snacking

Healthy snacking is on the rise and products meeting this need are in demand. With consumers moving towards online shopping during lockdown, retailers and supermarkets need to get feet in store with offerings that meet their consumer's needs, while also catering to consumers who have embraced the ease of online shopping.

Mindful snacking about knowing exactly what it is that you are putting into your body. Natural, organic ingredients, locally sourced and made, and preferably in recyclable packaging, served in sensible portions and with labels that are both clear and informative, are all highly desirable for health conscious snackers. Consumers want food

that's good for them – snacks and treats with added protein, probiotics, antioxidants, natural ingredients, and added vitamins and minerals.



Products with immune-boosting properties and 'clean food' labels are attractive to these shoppers.

Snack bar options

Snack bars have also evolved, with minimal or no sugar, seeds, nuts and dried fruits, and sometimes small amounts of yoghurt, chocolate, or carob for added sweetness paving the way for healthier options. Snack bars are ideal for school lunchboxes and can be packed with protein and healthy fats – essential nutrients for growing children.

Eggs all day

Eggs have had a rough ride over the years, but experts now agree that eggs are tiny nutrient powerhouses and should be included in a healthy diet. The key is to consume them in moderation. A hard-boiled egg makes for a great savoury snack and shouldn't be overlooked by retailers when it comes to cross promotional opportunities.



BACK TO SCHOOL

The back-to-school landscape has changed, but one thing has stayed the same – lunchbox snacks and tasty treats are a must.

Whether children are physically at school or doing online learning, healthy snacks for growing children that meet parental nutrition requirements – while satisfying a child's tastebuds – are good for everyone. Parents are looking for healthy options packed with protein and other valuable nutrients, and high value treats as rewards or comforts.

Pack size and bulk-buys are both popular for back-to-school snacks. Bulk buys usually offer value for money (a must for many parents) and can be portioned out accordingly.

At the same time, individually wrapped portions are a win for lunchboxes, particularly when it comes to foods that need to stay fresh. Individual packets of dip and crackers, cheeses, salami sticks– the list of possible pre-packaged snacks and treats is almost endless and presents private labels with good opportunities for product development. These can cost more, but for many parents it is worth the convenience.



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Homemade trail mixes and granola

With their newfound culinary expertise and a willingness to try new recipes, catering for consumers who want to create their own snacks and treats is important. Rolled oats, dried fruits (without all the added sugar), raw or plain roasted nuts, seeds, dried coconut, seaweed or kale, dried berries such as cranberry and goji, and either raw (local) honey or maple syrup are oft-used ingredients for some of the Internet's most popular homemade snack recipes.

In addition to selling the raw ingredients, give your customers ideas for how to use them, perhaps with an in-store scanning option to get a weekly recipe on their phone.

Anytime is snack time

In an article for Food Business News (www.foodbusinessnews.net), Nestle focuses on five trends for 2022, it was stated that "More than 35% of consumers report snacking more often now than one year ago, with snacking occasions accounting for 48% of all food and beverage occasions, according to data from The Hartman Group.

Appealing to snackers across generations is a key focus for Nestle in 2022." The article goes on to quote Alicia Enciso, chief marketing officer at Nestle USA, who said, "We're seeing this convergence in terms of people snacking more throughout the day while also being interested in additional trends, like health and wellness."

Nestle USA has recently introduced Rallies Nut Butter Bombs, a low sugar refrigerated snack that comes in brownie almond butter and salted cashew butter. A raspberry peanut combo will be launching soon.



Life's little luxuries

The upheaval of the past two years has caused a resurgence in consumers looking for comfort foods, nostalgia, and the pick-me-up of a little luxury. Small or bite-sized portions of luxury chocolate, truffles, and sweet treats or bon bons are seen as not only acceptable, but necessary for some consumers' wellbeing. Parents looking to comfort their children in stressful times are also slightly more lenient when it comes to tasty treats, and as such are more likely to pop something a little decadent into snack and lunch boxes. In an article called *Five must-know snack trends* for Speciality Food Magazine (www.specialityfoodmagazine.com), the writer notes that "consumers are still looking to indulge while they snack, occasionally turning to products that don't necessarily have healthy credentials." In an article on Smart Brief ([www.](http://www.smartbrief.com)



Healthy treats for tiny tumms

Say hello to sunflower seeds

In an article on IOL called Food trends to look out for in 2022 by Lutho Pasiya, Tristan Latouf, executive chef of the Radisson Blu Hotel Sandton's Vivace Restaurant, says "Seize the sunflower seed!" He adds, "After fuelling grand slams and double plays for years, sunflower seeds are branching out of the ballpark and sliding into crackers, ice creams, and creamy cheeses. Delivering protein and unsaturated fats, these mighty little seeds are transforming the 21st-century snack game.

www.smartbrief.com) author Emily Crowe agrees, writing "Ferrero North America recently introduced Kinder Bueno Minis, which are bite-sized and individually wrapped takes on the classic candy bar. Mars is also offering an indulgent take on its classic Snickers bar with its new almond brownie and dark chocolate squares. Bimbo Bakeries' Entenmann's brand, meanwhile, has rolled out Little Bites Mini Tarts with apple, strawberry or cinnamon filling."



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Innovate and create

Snacks and Treats are seeing innovation in terms of taste, texture, and ingredients. These trends are set to become trailblazers ...

- Bold flavours (barbeque, citrus, lemon, chilli)
- International inspiration (for example, seaweed – inspired by sushi and now added to crackers, and yuzu – a citrus from Japan, Korea, and China)
- Superfoods (think moringa, ginger, hibiscus, yuzu, turmeric, dragon fruit)
- Vegetable-inspired and artisanal vegetable snacks utilising cauliflower, beetroot, zucchini, kale, and sweet potato, among others.
- Grain and legume alternatives – ancient grains, rice, oats, sorghum, hummus chips, dry roasted chickpeas, roasted edamame, quinoa, or lentil-based chips.
- Sustainability, locally made, reduced footprint and recyclable packaging are other key shifts for 2022 and beyond.



Catering to your market

The major difficulty for retailers here is knowing what their consumers want – and providing it. There is a huge range of snacks and treats available, which makes up-to-date data on your shoppers and their preferences vital.

Direct and targeted marketing through SMSs and social media is a good way of enticing consumers into your store, but you need to know what they want to tempt them. It's also critical to let them know what's new on the Snacks and Treats shelves.

While these items sometimes make it onto shopping lists and, particularly for parents or home-based workers, drive entire shopping trips, they also cater for emotion-driven or impulse buys

– so as a retailer you can also proactively drive interest through your marketing and promotions.

Snacks and Treats have stepped out of their comfort zone and become an exciting journey of health-driven discovery for consumers – while still catering for those moments of happy indulgence. **SR**



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Image courtesy of Daria Shevtsova, Pexels

CASE CLOSED

Energy Saving Solutions

Glacier Door Systems has introduced the Air Shield ('Close the Case') Glass Door retrofit solution for refrigerated supermarket display cases, as well as the Eco Leaf Replacement Glass Door for existing glass door freezer rooms and glass door freezer display cabinets. Both solutions guarantee energy-savings in an ever-increasing energy cost environment. Part of the well-established Universal Industries Group, Glacier has 26 years' experience and are acknowledged industry leaders in refrigeration door technology. Innovative and forward-thinking, the company is built on cutting-edge technology, technical expertise and a customer-centric approach.

Air Shield Glass Doors

Features and Benefits

- Double glazed glass doors with Argon gas fill for superior insulation.
- Glass durability and clarity with torsion bar for positive closing.
- Glass door heating option for high humidity environments.
- Glass doors available with hold open brackets and LED lighting options.
- Flex modelling means glass panels are customised to fit existing cabinets and are tailored to suit each store's specific environment.

A quick and easy energy-saving retrofit solution, Air Shield Glass Doors can be fitted to any existing open refrigeration case, saving up to 40% on energy consumption.



Note: The value proposal is based on R1.31 per kWh and 40% energy saving. These are averages based on our experience and can be validated per store.

The value benefit

- High-quality locally manufactured solutions featuring the latest energy-saving technology.
- Demonstrated good pay back periods can be expected.
- Customised solutions to suit your store.
- ISO 9001 accredited factory.
- Safety toughened glass in accordance with SABS/SANS certification.
- Flexible installation timing to offset any customer disruption.
- Financing options available.

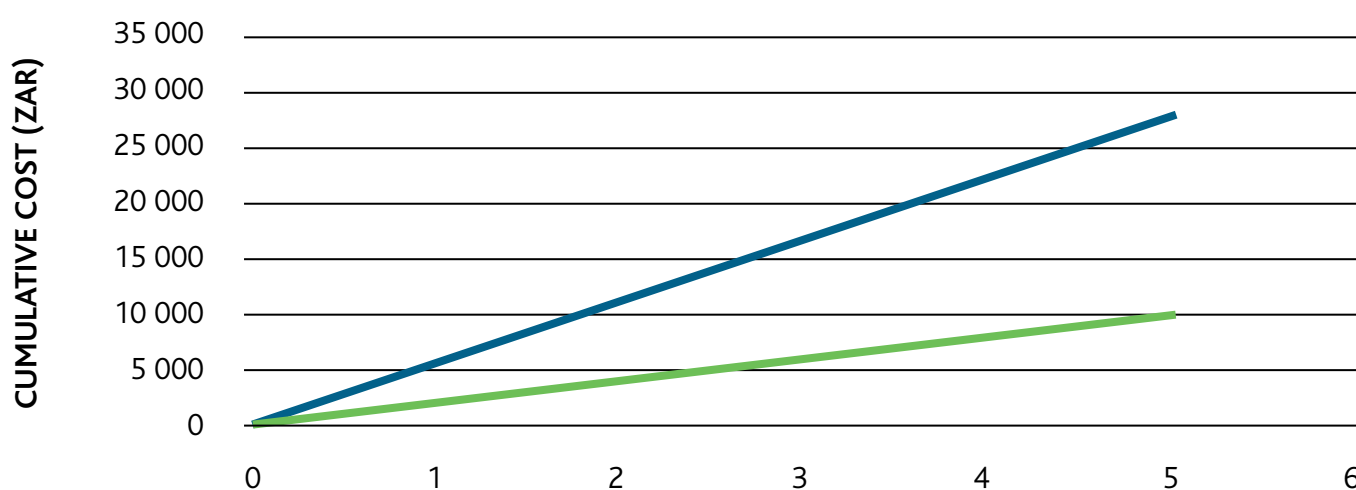
You can trust a Glacier door



Eco Leaf Freezer Doors

Designed as a 'swop-out', energy-saving replacement glass door utilising 220V technology that eliminates the need for voltage-reducing capacitors. This results in an amperage reduction from 1.29A on the standard door to 0.46A (64%) with the replacement Eco Leaf Door.

The Eco Leaf door is 64% more efficient than the standard door. The value proposal is based on R1.31 per kWh and 64% energy saving. These are averages based on our experience and can be validated per store.



	AMPS	VOLTS	WATTS
Glacier Eco Leaf Door	0,46	230	105.8
Glacier Standard Door	1,29	230	296.7