



A consumer trendspotting tool idealized by Synergy Flavors.



### Providing Actionable Insights for the Next Wave of Innovation

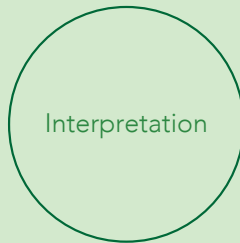
We are investing in understanding consumers and identifying behavior changes that will serve as our foundation for innovation.

## THE METHODOLOGY

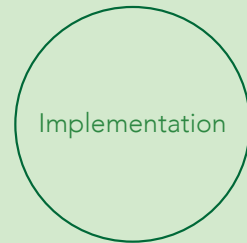
Next Wave uses a unique research methodology that consists of 3 I's



The process of observing change and spotting trends.



What is in this trend for us?



Analyze the effects that the trend might have in food, beverage & nutrition.



## THE RESULTS



## SELF-CARE



## EDIBLE ESCAPISM



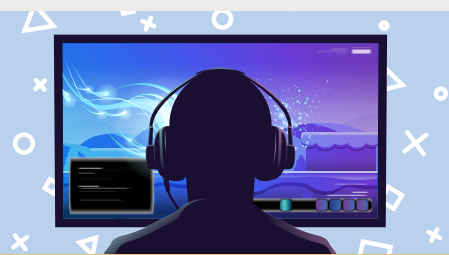
## ALTERNATIVE LIVING



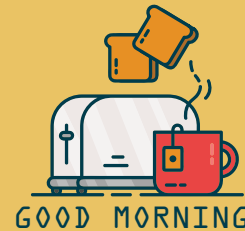
## DIGITAL NATIVES



## EVERYONE'S A GAMER



## BREAKFAST EXPANDED



Access to learn more:  
[synergytaste.com/next-wave](http://synergytaste.com/next-wave)

### INNOVATION SESSION

Synergy's Next Wave leverages our teams ability to identify behavior changes, analyze how it will show up in the industry and develop unique solutions for your product line.

**Schedule an innovation session with us** to learn more about the next wave of consumer trends

[synergytaste.com](http://synergytaste.com)