Evolve or Get Left Behind: Digital Transformation in CPG
The Consumer Journey

Discover, Inspire, Plan, Shop, Cook/Eat, Share
nearly $700B food industry
80% of shoppers use the internet for grocery research.

24% of that group do that research on a smartphone or tablet.

80% of that group spend their time shopping through an app.
35% of consumers

70% of online shoppers value convenience and saving time over saving money.
3 in 4 consumers expect brands to understand their needs and expectations.
Our Approach

- Trusted Brands
- Unexpected Talent
- Strong Relationships
- Unparalleled Data
Create a culture that celebrates failure

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2. Data is only as good as the insights it uncovers

3. Create process around innovation

4. Don’t build a team; build a movement
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Inspiration & Planning

52% say deciding what to make is the hardest part

40 minutes a week planning meals and finding recipes

Nutrition

8 in 10 are concerned about the nutritional content of their food

Convenience

30% think pleasing family at mealtime is a challenge
Key Learnings

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The Solve?

Hyper-personalization

Seamless consumer experiences
New San Francisco office

Steady innovation pipeline

$100M venture capital fund
Relationship Marketing

- Shoppable recipes
- Mobile optimization
- Personalized recommendations
- Seamless social media integration
Increase in grocery e-commerce penetration:

- Today: 3%
- 2025: 25%

Kraft Heinz’s goal: $1B global e-commerce sales by 2020
Artificial Intelligence

Chef, shopper and nutritionist all in one

Personalizes variety, healthiness and cost
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Talent-Driven Growth

Unexpected backgrounds & entrepreneurial minds

Digital team tripled in the last year
The future of food, cooking today

THANK YOU