

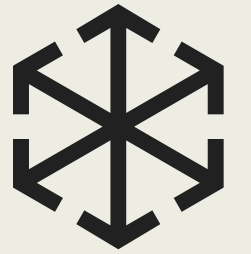


Chicago: June 16-17

# WHAT YOU SHOULD KNOW

# THE WSJ GLOBAL FOOD FORUM





Leaders from Albertsons, Red Lobster, Chobani, Shake Shack, Cracker Barrel, Kodiak Cakes, Hungryroot, and Lifeway shared what the food industry is really up against: rising costs, shifting access, and pressure to deliver more—nutritionally and culturally.

We didn't show up to sell. We showed up to understand.

Because if we're serious about growing in food and beverage, we need to be in the rooms where the hard questions get asked—and answered.

# THE PURPOSE

- **Unpack The Biggest Forces Shaping Food And Agriculture**
- **Address Key Challenges And Opportunities**
- **Spark Bold Conversations And Real Connections**
- **Highlight Innovative Solutions And Emerging Trends**
- **Surface Insights To Guide What's Next**



HOT TOPICS

# Pushing Value in Today's Economy

Leading with value isn't optional—it's foundational. Just ask the CEOs of Albertsons and Cracker Barrel.

## TRENDS DISCUSSED

- Albertsons sees **rising costs** on cocoa, coffee, oils, beef
- Albertsons targeting **\$1.5B in supply chain savings** over 3 years through smarter buying
- Cracker Barrel is betting on “**abundance at a fair price**” as a brand differentiator
- Cracker Barrel offering **\$5 take-home meals** to stretch value without shrinking experience

## THE IMPACT FOR CONSUMERS

- **Value = price, convenience, quality, and experience**—not just discounts
- **Albertsons is fast-tracking private label** to meet demand for affordable options
- Centralized data helps Albertsons **localize deals that resonate**—think brisket in Texas, tri-tip in NorCal
- Both brands are adapting in real-time to a **shifting, inflation-sensitive shopper**



HOT TOPICS

# Make America Healthy Again

Every speaker was pressed on MAHA—the administration’s push to fight chronic disease through food policy.

## TRENDS DISCUSSED

- MAHA **targets ultra-processed foods** as a driver of chronic disease, especially in kids
- **Artificial sweeteners and synthetic dyes** in snacks and drinks under the spotlight
- Brands are **bracing for new regulations** on ingredients and processing
- Some warn that **overcorrection could limit access** to truly healthy, affordable food

## THE IMPACT FOR CONSUMERS

- Reformulating without dyes is **reshaping how iconic products look**—and brands know backlash is coming
- **Kraft Heinz, General Mills, and Sam’s Club** plan to drop artificial dyes by 2027
- McCormick and Mondelez are **pausing new R&D to focus on reformulation** challenges



# Balancing Tradition & Transformation

Revitalizing a legacy brand isn't about nostalgia—it's about innovation, according to the CEOs of Cracker Barrel and Red Lobster.

## TRENDS DISCUSSED

- **Better service and hospitality** are a focus for both brands
- **Employee training and reducing turnover** leads to a better guest experience
- Testing store remodels on the belief that a more **pleasant environment adds to the perceived value** of the dining experience
- **Reintroducing longtime favorites** like Red Lobster's hush puppies and popcorn shrimp and Cracker Barrel's campfire meals but with more profitable pricing

## THE IMPACT FOR CONSUMERS

- **Potential tariffs** have Red Lobster shifting away from sourcing seafood from China
- **Beer and wine** are now available at Cracker Barrel
- Iconic brands are having a resurgence, blending **brand identity with modern management**
- Turning to **content creators and TikTok** become relevant with a younger demographic



HOT TOPICS

# The Future of Food

Chef Andrew Zimmern and Lifeway Foods CEO Julie Smolyansky are passionately advocating for responsible food practices.

## TRENDS DISCUSSED

- **Convenience fuels bad eating** habits
- Food can be the **fastest medicine or the fastest poison**
- **Bringing organic foods to market is costly**, as demand outpaces supply and certifications add expense
- **Alternative milk trends are slowing** as dairy health benefits resurface
- Good nutrition correlates to **education and crime rates**

## THE IMPACT FOR CONSUMERS

- Demand for healthier, natural options pushes companies toward **product reformulation and transparency**
- Chefs/influencers shape public perception, but **local engagement in the sustainable food movement = key**
- Leaders need **conviction and vision** to bridge science, policy, and profit to shape the future



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**IS YOUR BRAND BUILT FOR WHAT'S NEXT?**

Let's discuss your role in the food and beverage industry and how the changing landscape should impact your marketing strategy.



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