



DANONE
NORTH AMERICA
AWAY FROM HOME



**Chef Culinary
CONFERENCE** 2023

BRINGING
HEALTH
THROUGH
FOOD TO
AS MANY
PEOPLE AS
POSSIBLE.

OUR
signature
MOVES



Danone North America's

ONE PLANET. ONE HEALTH IMPACT

We aspire
to be part of an
**INCLUSIVE AND JUST
ECONOMY** where
business enables
people to Lead
fulfilling
Lives.

We envision
a future where food
supports and enables
HEALTH AND WELL-BEING
for all people.

We believe in a
future free from pollution
where energy is renewable,
water is responsibly sourced
and available to all,
Where waste does not exist,
and where our natural
resources continue to
**BENEFIT COMMUNITIES
& ECOSYSTEMS.**

THE WORLD IS CHANGING
...SO IS FOOD.



MEGA-CATEGORY GROWTH TRENDS



Source: IRI Scan Data, 3YR CAGR L52W ending 11/27/22, IRI Defined Universes, TTL US MULO

CATEGORY TRENDS ARE ACCELERATING AS DEMAND SHIFTS TO THE FAMILY TABLE



Protein Proliferation

Consumers seek protein in non- traditional areas such as cookies and candy

Immunity & Gut Health

Increased awareness of gut and digestive health is driving consumers to find probiotics in new foods and drinks

Flexitarian Lifestyles

Consumers are incorporating more plant-based products into their diets while occasionally indulging in meat products

Plant-based Accelerates

Plant-based grows due to health, clean eating, and community/planet “wellness” goals

Sugar Villainized

Demand for low sugar products grows due to health concerns and desires to have a healthy indulgence

Responsible Brands

Brands they can trust and that align with their values

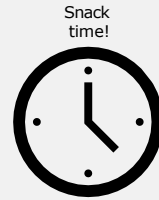
Unique Culinary Experiences

Tired of the same-old-same, consumers are looking for exciting ways to interact with food

Yogurt

Yogurt reaches 82% of households nationally; capturing nearly 105M buyers!¹

WHY YOGURT?



9/10

Yogurt consumers eat yogurt as a snack; a key usage occasion for convenience & impulse purchasing!²



30%

Of yogurt consumers plan to eat more yogurt in 2023; +5pts vs. 2021!³



22%

Sales growth vs. YA!
in the foodservice Channel!⁴

WHY DANONE YOGURT?

#1 in HH Reach

Danone's yogurt captures half of yogurt households nationally!⁵



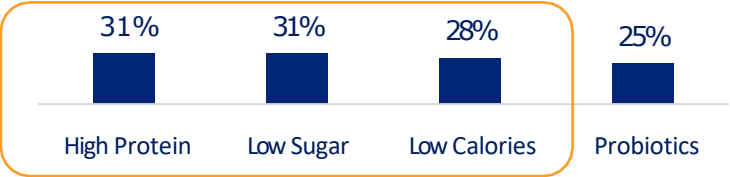
Danone Yogurt's broad appeal meets consumers top needs for health; protein, probiotics, low sugar & low calories³

ON THE GO MEAL AND SNACK SOLUTIONS ARE UNLOCKED IN YOGURT WITH DRINKABLES.

DRINKS CONSUMERS ARE SEEKING MORE!

The top 3 Yogurt attributes are currently lacking options in both **availability and format within Drinks**

“Which of the following attributes are most important to you when choosing Yogurt?”



Drinkable yogurt benefits **straddle the worlds of snacks & beverages**, making them a more flexible option



Shots

- Perceived high concentration of functional benefit
- Focus on “Supplement” qualities
- Not perceived as meal replacement
- Quick & easy / 3 sips or less

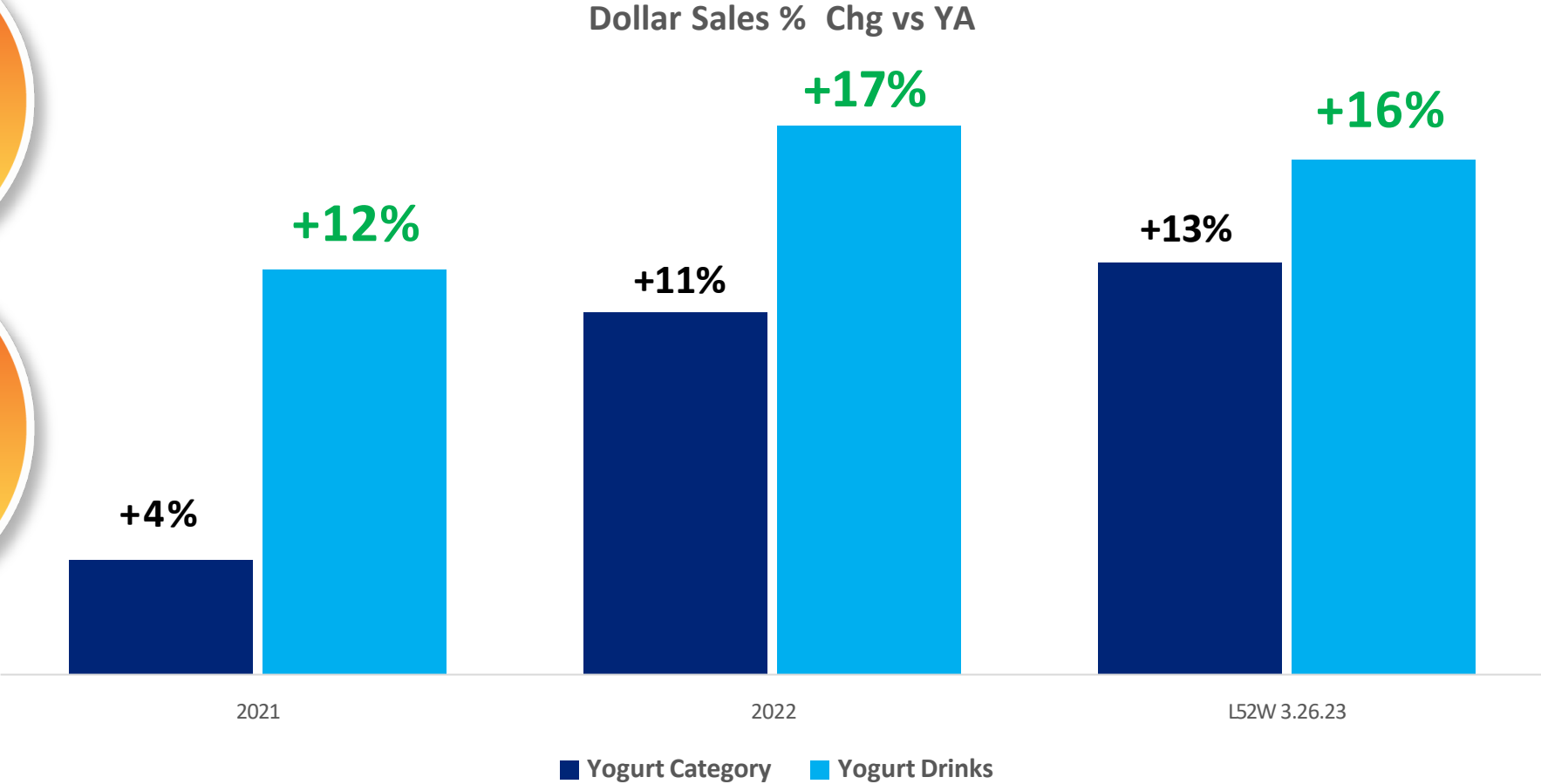


Drinks

- Broad appeal
- Provides satiety and can be a meal replacement
- Often called a shake or smoothie
- Texture plays a larger role in large sized drinks.



YOGURT DRINKS IS A 1.2B SPACE DRIVING CATEGORY GROWTH



PLANT BASED FOOD & BEVERAGES

43% Of consumers drink
Plant Based Beverages at
least once a month¹

WHY PLANT BASED BEVERAGES?



54%

Of consumers expect
plant-based beverage
items to be offered in
coffee shops



**Recruits Younger
Consumers;**

31% of Gen-Z consumers
enjoy trying new plant-
based F&B at restaurants²



28%

Of consumers
are willing to pay
more for a plant-
based labeled
item on menus¹

WHY DANONE PLANT BASED BEVERAGES?



**Loyal
Consumers**

45% Silk repeat
rate!³

**Point of Entry to Plant-
Based Beverages**

Consumers start consuming the
category through Silk!³

#1 in HH Reach

Danone PBB brands reach
58% of households
nationally!³

SILK AND SO DELICIOUS® DAIRY FREE SERVE DIFFERENT PROPOSITIONS AS WE EVOLVE TO DAIRY-LIKE & BENEFIT LED

PLANT BASED PORTFOLIO SET UP FOR SUCCESS



- DEMOCRATIZE PLANT-BASED LIVING FOR ALL
- BRAND FOCUS ON TASTE/NUTRITION
- INGREDIENT FOCUS ON NUTRITION AND MAINSTREAM TASTE

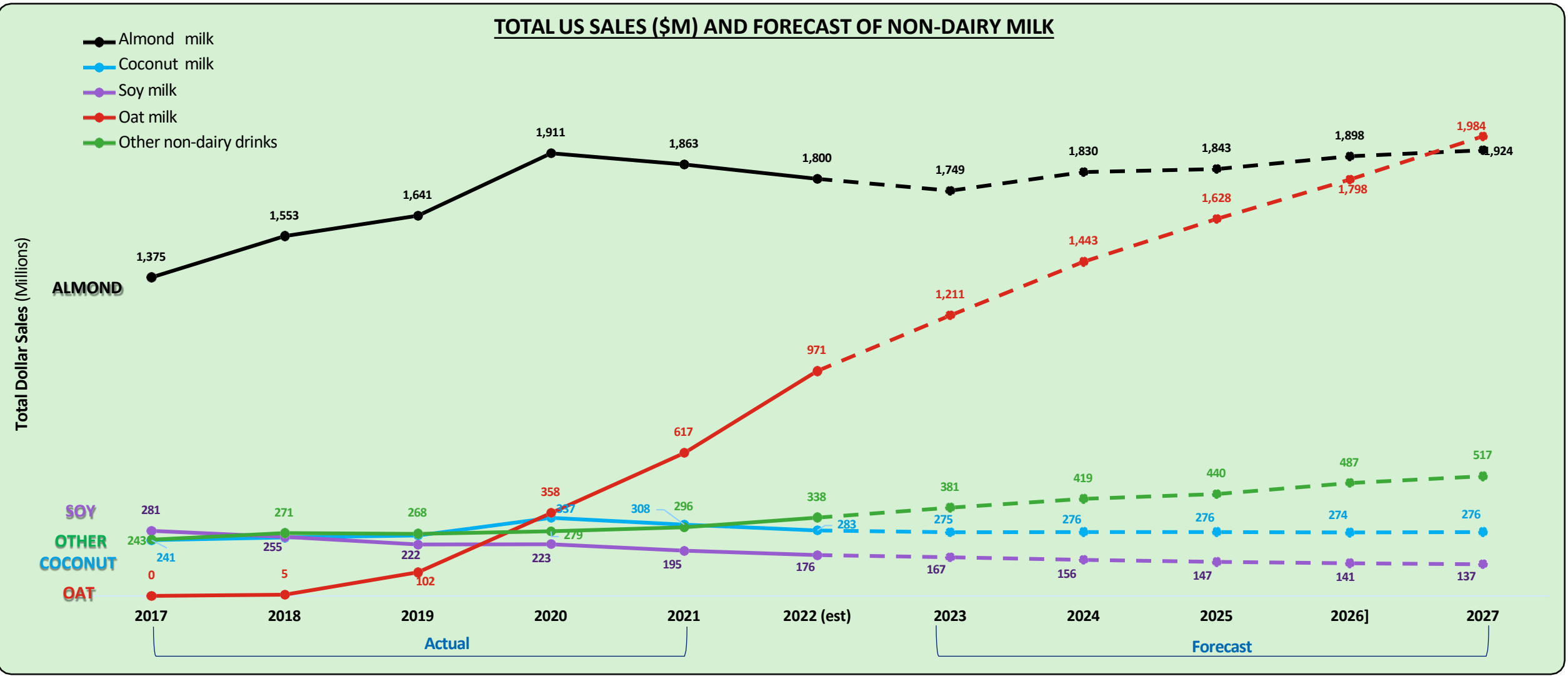
- MAKE EVERY HUMAN FALL IN LOVE WITH DAIRY-FREE FOODS
- BRAND FOCUS ON TASTE/PLANET
- INGREDIENT FOCUS ON TASTE-FORWARD, ORGANIC INGREDIENTS

	almond ALL FAMILY		soy ALL FAMILY		coconut blend EVERYDAY GREEK		coconut INDULGENT		coconut LOWER SUGAR
RICH & CREAMY, TASTE & NUTRITION OF ALMONDS		SMOOTH & CREAMY, 6G OF COMPLETE PLANT-BASED PROTEIN		THICK & CREAMY GREEK STYLE, 10G OF PROTEIN, 9G OF SUGAR		EVERYDAY DEICIOUS TASTE, MADE WITH ORGANIC COCONUTS		0 ADDED SUGAR, NATURALLY SWEETENED WITH FRUIT	
									

Millennials and Gen Z with kids
Problem to Solve: Taste & Nutrition

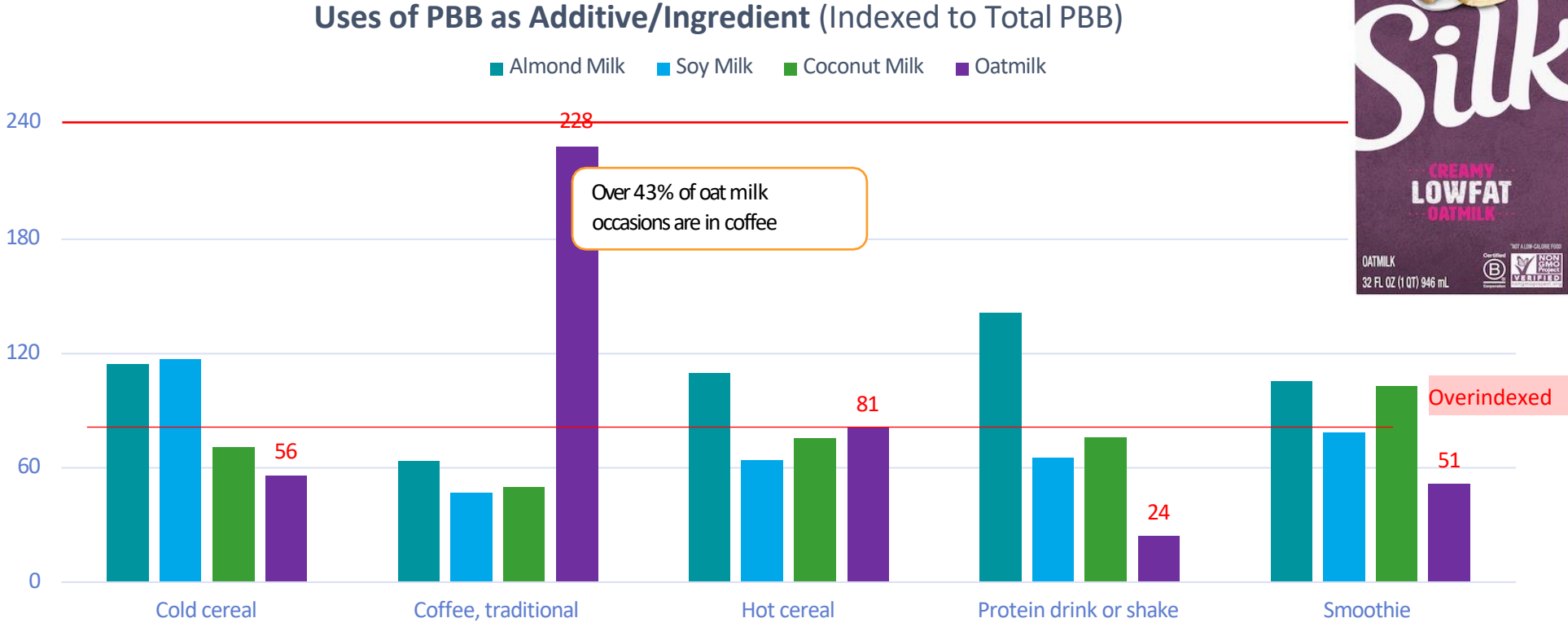
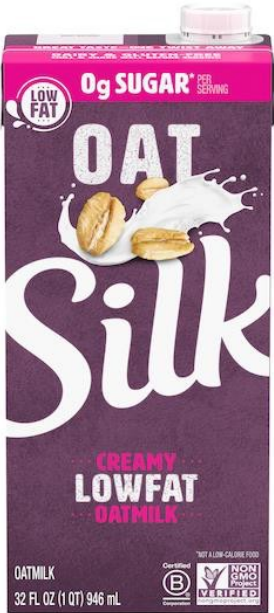
Millennials and Gen Z without kids
Problem to Solve: Heightened Food Experience

WHILE OTHER BASE TYPE SALES LEVEL OFF, OAT HAS EMERGED AS THE 2ND LEADING BASE TYPE



Source: Mintel: DAIRY & NON-DAIRY MILKS US 2022

OAT PLAYS A UNIQUE ROLE IN THE PBB CATEGORY WITH SIGNIFICANT OVER- INDEX IN COFFEE



Benchmark: % For Total PBB:	42%	19%	11%	5%	4%
--------------------------------	-----	-----	-----	----	----

FOLLOW YOUR HEART PORTFOLIO

Retail & Bulk Packaging

Follow Your Heart offers a wide selection of plant-based cheese, Veganaise, dressings, sour cream, cream cheese and more!





DANONE
ONE PLANET. ONE HEALTH



Chef Culinary
CONFERENCE 2023