



**WELCOME TO  
COLADAS & CONVERSATION**  
MAY 14, 2020 | 1 P.M. PT/4 P.M. ET



# Housekeeping

- **Chat:** Open in-meeting chat, allowing you to send a message to the host, panelists, and attendees
- **Raise Hand:** Raise your hand in the webinar to indicate that you need something from the host.
- **Question & Answer:** Open the Q&A window, allowing you to ask questions to the host and panelists. We will either reply back to you via text in the Q&A window or answer your question live.





# Let's Get Social



@CoconutCCA



@CoconutCCA



@CoconutCoalition



/CoconutCoalition

#coconutcca #nationalcoconutday #gococonutty

# Who is CCA?

Representing all things coconut, the Coconut Coalition of the Americas is the voice of the fast-growing coconut industry.

Founded in mid-2017, largely to challenge negative perceptions about coconut products including coconut oil, the Coalition has grown to encompass stakeholders across many coconut product categories. CCA's membership is comprised of companies across the coconut products value chain including suppliers, processors, brand holders, retailers and service companies with a stake in and dedicated to upholding sound and credible science, responsible communications and sustainable and transparent practices around coconut products including coconut oil.



Executive Director  
**LEN MONHEIT**



President  
**DAVID EBEN**  
Carrington Farms



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**JOE VIDAL**  
Bioriginal



Past President  
**JOHN SLADE**  
Franklin Baker



Treasurer  
**ERIN MEAGHER**  
Beneficial Blends



Secretary  
**CHRIS AMSLER**  
Nutiva



# Why We're Here



Coconut products totaled nearly **\$1.1 B** in the 52-weeks ending 4/19/20 (up from \$986.8 M in the previous 52-week period)

PRODUCT TYPE	CURRENT \$	YEAR AGO \$
SS MILK PLANT BASED - COCONUT	\$18,006,027	\$18,270,014
PVL SS COCONUT WATER	\$21,835,873	\$26,369,300
RF CREAMS & CREAMERS PLANT BASED - LQ COCONUT	\$40,613,732	\$35,914,069
RF COCONUT WATER	\$44,398,787	\$42,247,658
RF MILK PLANT BASED - COCONUT	\$69,065,919	\$72,009,259
FZ NON-DAIRY DESSERT - COCONUT	\$86,748,965	\$89,005,091
CULINARY OIL - COCONUT	\$102,511,585	\$121,362,293
COCONUT - MILK	\$121,485,682	\$110,773,309
ISOTONIC SPORTS BEVERAGE - COCONUT	\$242,593,160	\$136,414,596
SS COCONUT WATER	\$280,819,345	\$280,343,727

Source: SPINScan



# Grab your own coconut beverage and relax while we share:

- Trends
- Consumer perspective
- Allergen initiative
- Facts on saturated fats
- National Coconut Day



**JOHN CRAVEN**  
BEVNet/Project Nosh



**LORI TAYLOR**  
The Produce Moms

**Trends in Emerging Beverages (& food)**  
**with John Craven, Founder & CEO, BevNET**

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# About BevNET

Founded in 1996, BevNET is the leading B2B media company that covers the US beverage, packaged food, and beer industries.

Team is in Boston, San Diego, & New York

## Web sites

BevNET (beverage), NOSH.com (food),  
Brewbound.com (beer)

## Magazine

6 x a year BevNET Magazine

## Taste Radio Podcast

2 x weekly podcast

## Conferences

BevNET Live & NOSH Live;  
typically in NYC & Santa Monica

**Reach out: [jcraven@bevnet.com](mailto:jcraven@bevnet.com)**

The logo for BEVNET, featuring the word "BEVNET" in a bold, red, sans-serif font with a registered trademark symbol.The logo for NOSH, featuring a green leaf above the word "NOSH" in a bold, black, sans-serif font. Below it is the tagline "NATURAL. ORGANIC. SUSTAINABLE. HEALTHY." in a smaller, black, sans-serif font.The logo for Taste Radio, featuring a stylized orange and white graphic of a radio tower or signal tower above the words "taste radio" in a bold, orange, sans-serif font.The logo for BREWBOUND, featuring the word "BREWBOUND" in a bold, black, sans-serif font.

Subscribe at  
[bevnet.com/subscribe](http://bevnet.com/subscribe)



# Trends

## ...Pre COVID-19

## Reduced/Zero Sugar

- Ongoing trend / evolution
- Consumers want less sugar and don't care about the source
- Sparkling water, diet CSDs, and other beverages
- “ZERO” is a key selling point
- Alternative sweeteners making progress, but still require compromise



# CBD aka Cannabidiol

- More positive sentiment on cannabis is fueling this..but no one is good at explaining it
- Making its way into EVERY category
- Potentially represents a new function
- Lots of unknowns
  - Which categories will consumers accept it in?
  - Legal waters are murky => as a result so are the retail, distribution & investment
- Adding CBD sometimes REDUCES market potential. Challenger category + CBD = confusion.



## Cold Brew Coffee

- US is a laggard in packaged coffee
- Cold brew has given RTD coffee new life
- Innovation created by marrying it with other trends, including plant-based and “nitro”
- Has moved swiftly into food service, on-premise, and offices





## Other Emerging Trends

- Canned everything!
- Fermented drinks: shrub, vinegar-based etc
- Oat milk
- Bitter flavors
- RTD cocktails
- Low-no alc beverages



# Coconut

- Coconut flavoring = doesn't taste like coconut.
- Coconut water is a thing, but largely a 1 brand category
- Fermented coconut products; more applicable to food
- Coconut water + coconut sugar being used as sweetener
- Products with coconut cream / meat are polarizing
- Tree nut confusion is a thing



## Where we were pre COVID-19

- We WERE in a part of the cycle where categories need to prove themselves
- Innovation on top of unproven ideas is tough
- Investment was healthy & almost idea could find funding
- Companies were focused on top-line and not worried about cash as much

# Trends

## COVID-19 edition

Disclaimer: forward looking thoughts as of  
May 14. Subject to change tomorrow.





# During COVID-19: Feast or Famine

- Feast:
  - Established brands in growth categories
  - Categories where panic buying occurred
  - Brands with strong ecomm/DTC
  - Off-premise beer/liquor + RTD cocktails
  
- Famine:
  - Those who ignored ecomm/DTC
  - Challenger brands
  - Those relying heavily on store demos / field marketing
  - Brands focused on food service
  - On-premise beverage alcohol



Opinion

## Craft-Brewed Hand Sanitizer

There's a dire need for masks and gloves and other supplies. Some unexpected businesses are stepping up to help.

By Sam Orlowski

April 2, 2020

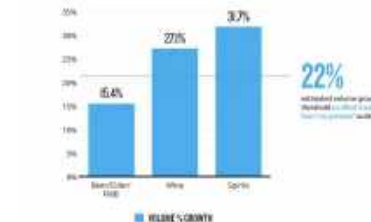
View by Alexander Blazynski



There's a dire need for masks and other supplies of health. Some unexpected businesses are stepping up to help.

## WHAT'S NEEDED TO REBALANCE THE ALCOHOL INDUSTRY AMID COVID-19 RESTAURANT RESTRICTIONS

Alcohol volume growth during COVID-19



Source: Alcohol-Related Manufacturers Association. Total U.S. alcohol volume (in volume of spirits, wine, and beer) increased 22% during COVID-19. Total U.S. alcohol volume (in volume of spirits, wine, and beer) increased 22% during COVID-19. Total U.S. alcohol volume (in volume of spirits, wine, and beer) increased 22% during COVID-19.

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**Samuel Adams** - 100  
 100,000+ members of 1.8M+ beverage company. Member: 100,000+  
 SAMUEL ADAMS is one of the things people around the country are drinking  
 (e.g., with sales of our immunity boosting drink up 300% since March 2020).  
 We're proud that people find LIFE AID Beverage Company. LIFE AID™. See more.



© with Green Malts and 100% natural

LIFE AID

## Post COVID-19

- DTC / ecomm:
  - Building brands DTC first is here to stay
  - EVERYONE will add DTC options
  - Will be a core
- What changes will stick?
  - “Social distancing economy” & its impacts are unknown
  - Laws have been bent - what will return?
- Cannabis = back burnered? Sneaky hero?
- Brands will grow more cautiously for a while; More focus on bottom line

### PepsiCo Launches Two D2C Platforms To Meet Consumer Demand

Food Business | May 15, 2020 at 09:15 AM



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E-COMMERCE | APR 16, 27, 2020

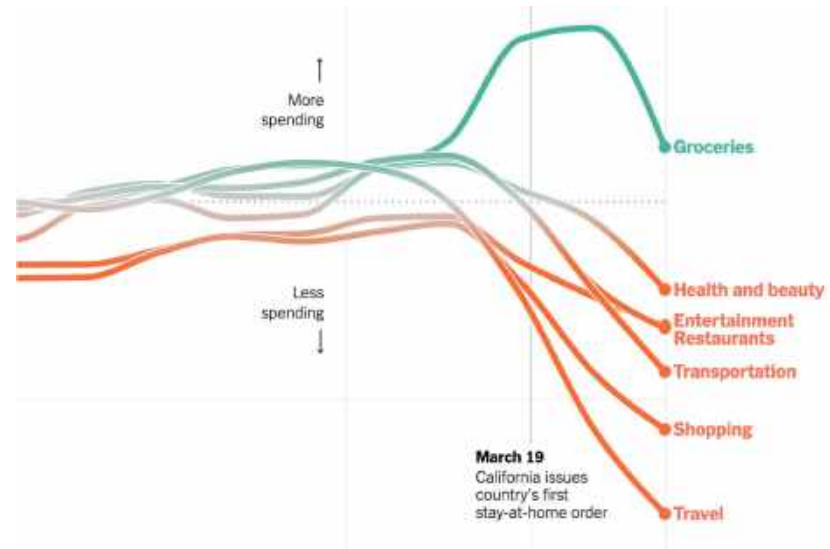
### The current crisis has big CPGs rethinking their DTC strategies

By Cele Guitre Weissman



## Post COVID-19

- Investment in CPG will likely grow as it did after the Great Recession
  - Money will shift from categories that suffered
  - Likely will also create more cash for M&A
- We are still riding the wave of investment post Great Recession.
  - What sort of wave will this bring?



Thank you!





**THE FIRST & ONLY CONSUMER BRAND THAT DRIVES SALES AND CONSUMPTION OF FRESH PRODUCE.**



Reaching over 3 MM unique global users every month through The Produce Moms<sup>®</sup> ecosystem





# Meet Lori Taylor



- GLOBAL WOMEN FRESH, UNITED STATES REPRESENTATIVE
- UNITED FRESH START FOUNDATION, BOARD OF TRUSTEES
- SHE MEDIA PARTNER NETWORK
- NEW HOPE NETWORK INFLUENCER
- COCONUT LOVER!







EPISODE 70 OF

# THE PRODUCE MOMS PODCAST

## SETTING THE RECORD STRAIGHT ABOUT COCONUTS

WITH TRACI KANTOWSKI

Of the Coconut Coalition of the Americas





Sustainability is Everything

Growers need profit to make the critical investments to advance agriculture & protect the planet

Supply Chain, Retailers, and Government need to empower growers by creating a climate for financial success

Consumer skepticism is at an all-time high



Costa Rica with Del Monte Fresh Produce for 2019 Sustainability Report

Consumer interest in natural foods + plant-based lifestyles are also at an all-time high

The growing regions are often poverty-stricken societies

It's more than a coconut







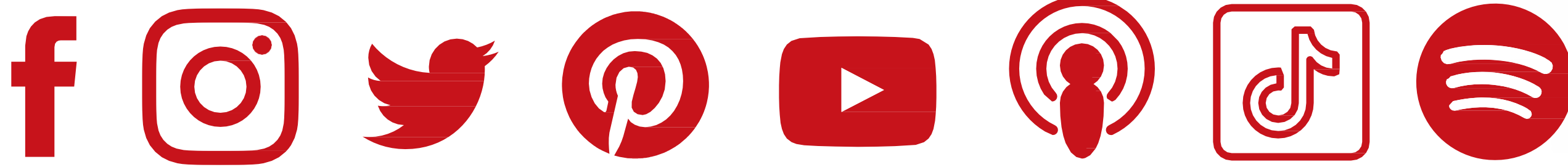
# LET'S CONNECT!

Linked IN



EMAIL ADDRESS

[lori@theproducemoms.com](mailto:lori@theproducemoms.com)





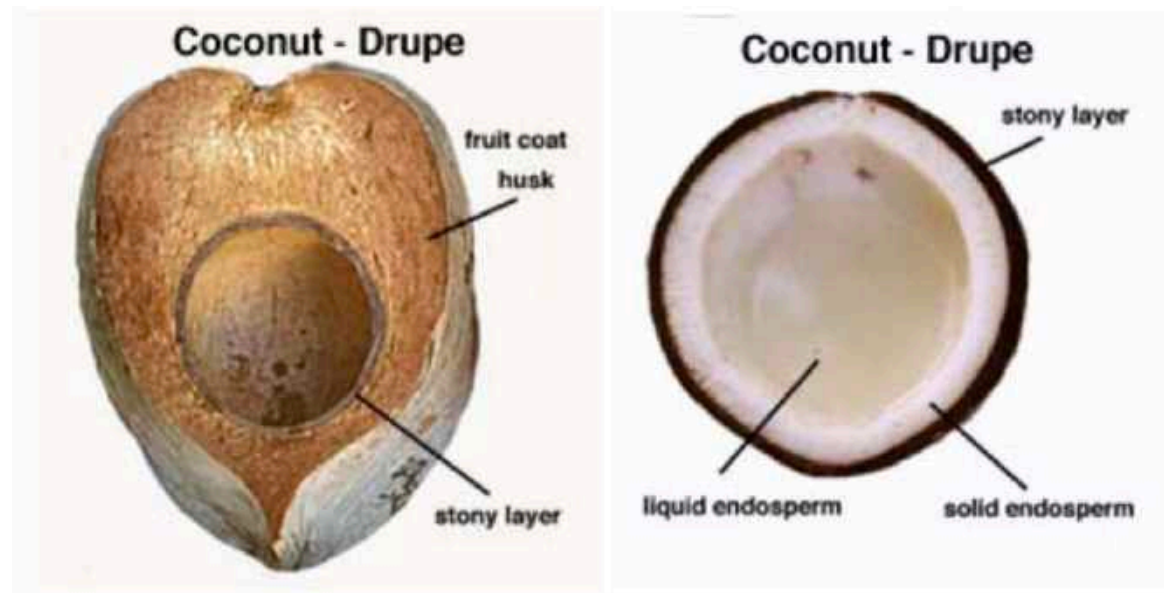
# What's Nuts About Coconuts

Len Monheit  
Executive Director  
CCA



# Are Coconuts Nuts?

NO, coconuts are not nuts at all. Coconuts are drupes. Drupes are a fleshy fruit with thin skin and a central stone containing the seed



# The CCA Allergen Project

- FDA has classified coconut with other tree nuts as one of the 'big eight' allergens
- Consumer confusion when they see labels
- Many consumers with true tree nut allergies can safely eat coconuts
- Many contract manufacturers won't need to label their facilities as tree nut facilities if/when we are successful
- The allergen project has broad appeal to big CPG brands and other stakeholders – expand our voice and relevance
- CCA is filing a Citizen's Petition with FDA once coronavirus monitoring is relaxed



**COCONUT  
IS NOT  
A TREE NUT.**

**HELP US GET THIS RIGHT.**



# Saturated Fats Facts



## FACT #1: ALL SATURATED FATS ARE NOT EQUAL

Coconut oil is different from other saturated fats. It contains MCTs and lauric acid which are saturated fats, but are beneficial to the body.

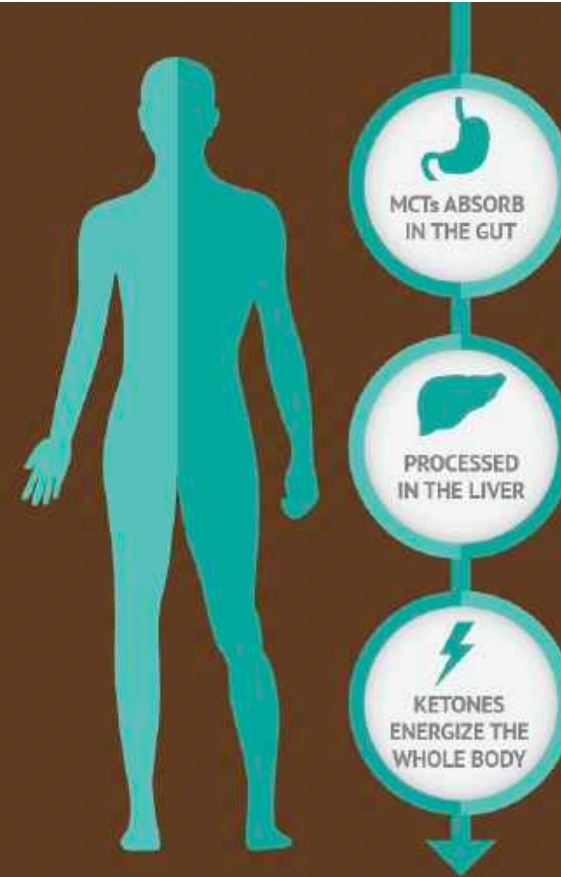
### Lauric Acid

*Increases  
HDL "Good"  
Cholesterol*

*Anti-  
Bacterial*

*Found in  
Breast Milk*

*Not in  
Soy, Corn or  
Peanut Oils*







## **FACT #2:**

# **SOME SATURATED FAT ISN'T BAD**



Studies reporting saturated fats as bad used selective evidence:

- + Most didn't use pure virgin coconut oil*
- + The effects of coconut oil on lowering triglycerides and increasing HDL were ignored*
- + There is a lack of evidence linking saturated fat to heart disease*
- + Replacing saturated fat with polyunsaturated fat didn't improve mortality*



## **FACT #3: MEDIUM CHAIN FATS ARE GOOD**

Medium chain fats are absorbed directly into the blood stream, going straight to the liver where they're converted to ketones, which bypasses the usual fat digestion process of longer chain saturated fatty acids.

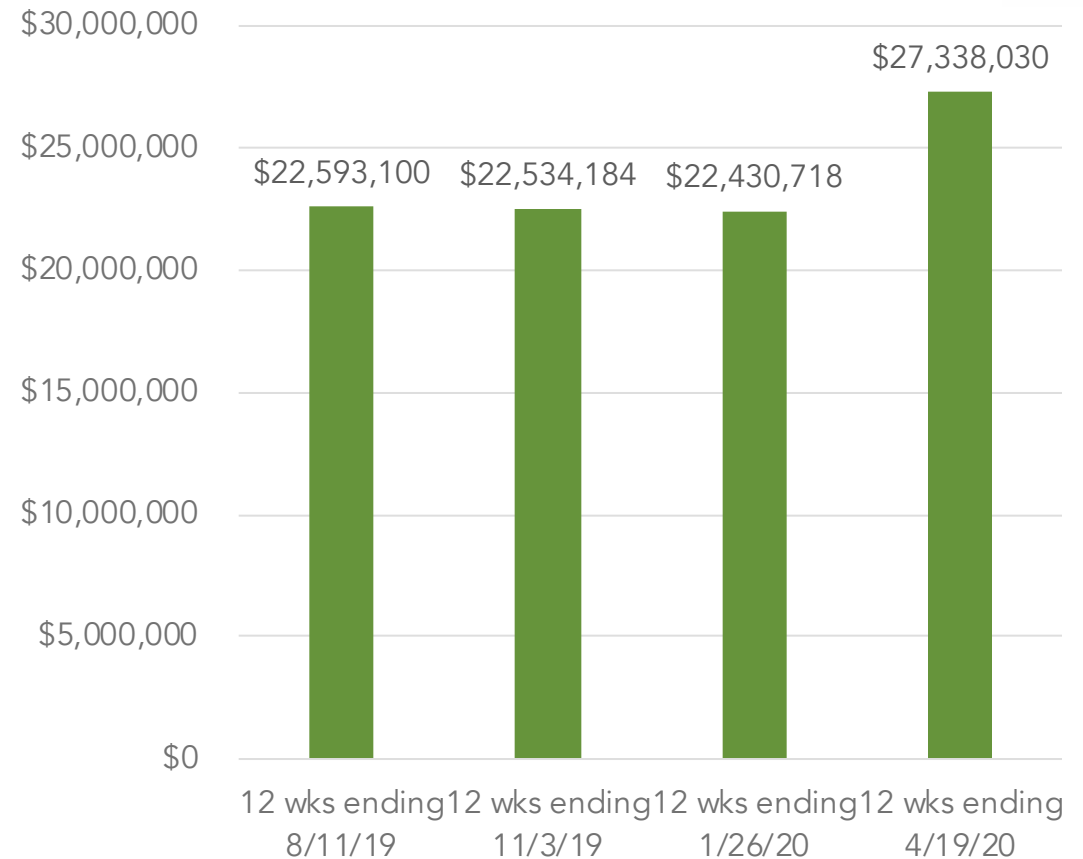


# CCA is working to share the facts on saturated fats



- Submitted comments to the Dietary Guidelines Committee
- Coordinating efforts with the Nutrition Coalition (Nina Teicholz)
- Created a Facts on Saturated Fats infographic
- Provided education at events (FNCE)
- Hosting a digital workshop with AOCS
- Started a comprehensive literature review
- Proactive and reactive messaging

Coconut Oil – Culinary, past 4 periods



Source: SPINS

*Go Coco-Nutty!*

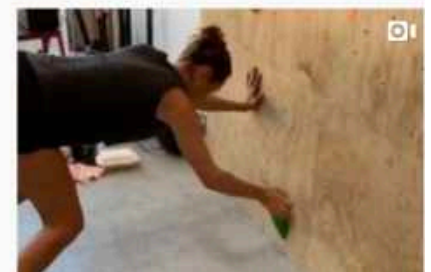
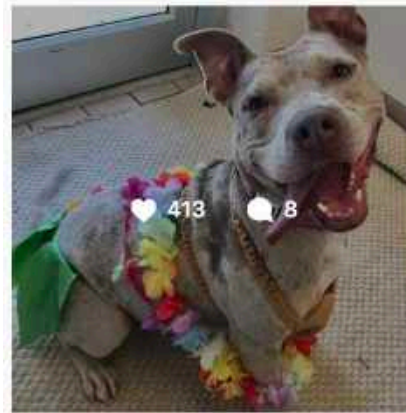


**NATIONAL COCONUT DAY**  
**JUNE 26, 2020**

#NATIONALCOCONUTDAY #GOCOCONUTTY #CCA

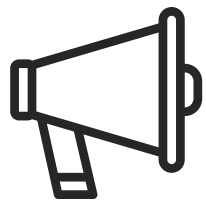
# Year 1 Results

- Over 1,400 CCA press release views
- More than 58,000,000 media impressions
- Social engagement across multiple categories: food, beverage, hospitality, pet
- Media personalities participated too
- National Coconut Day coverage was overwhelmingly positive





# 2020 Plans



PR  
Outreach



Social  
Media



Let's Go Coco-Nutty Morning Break with CCA	Go Coco-Nutty for Coconut Recipes	Go Coco-Nutty Virtual Happy Hour & Trivia Night
June 26   11 a.m. ET	June 26   3 p.m. ET	June 26   6:30 p.m. ET
<a href="#">» REGISTER NOW</a>	<a href="#">» REGISTER NOW</a>	<a href="#">» REGISTER NOW</a>

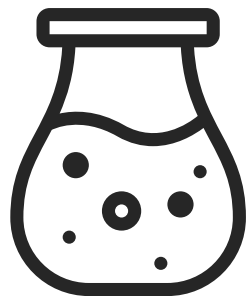


Submit your favorite beverage recipe that celebrates coconut to be entered to win a \$50 Amazon gift card and a prize pack from Coconut Coalition of the Americas members.

To submit additional recipes in the food and topical categories, visit: [coconutcoalition.org/contests](https://coconutcoalition.org/contests)

**#GOCOCONUTTY #NATIONALCOCONUTDAY #CCA #CCACOCONUT**

# COMMITTEES MAKE IT HAPPEN



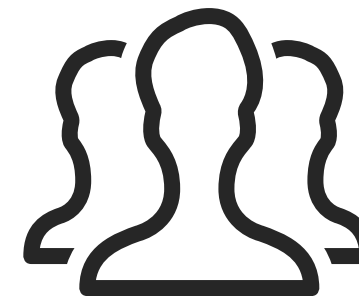
## SCIENCE & TECHNICAL

Chair:  
**Kelly Shone**  
Bioriginal



## COMMUNICATIONS

Chair:  
**Debbie Shandel**  
Carrington Farms



## MEMBERSHIP

Chair:  
**Peter Kamen**  
Franklin Baker

Interested in more info? Please email [membership@coconutcoalition.org](mailto:membership@coconutcoalition.org)



# ONE UNITED VOICE FOR THE COCONUT INDUSTRY

CCA supports the coconut industry through:

- Providing one unified voice
- Advocating for the industry
- Sharing the facts
- Raising awareness
- Education to HCPs, Consumers, Industry, Influencers and Media

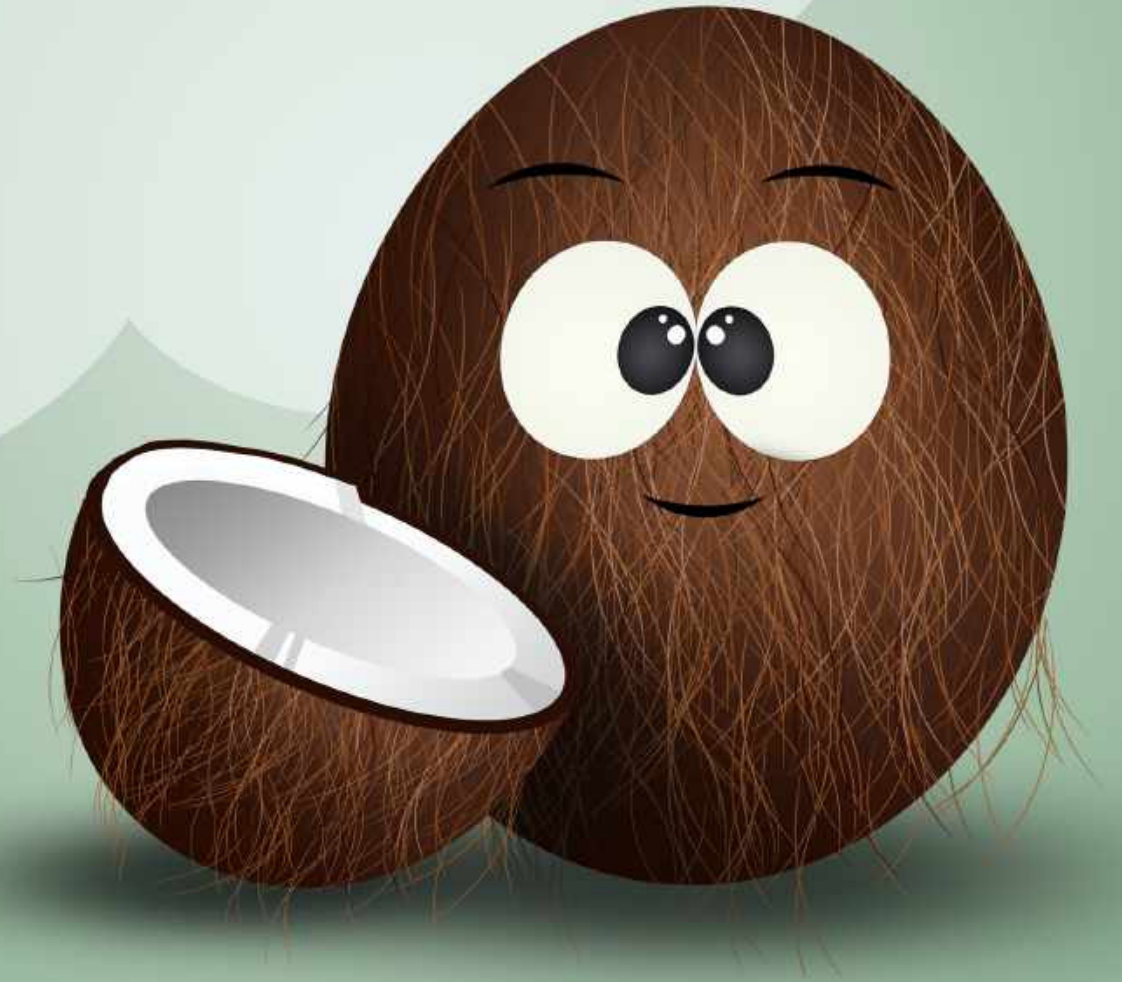


## MEMBER BENEFITS

- Join one united voice representing the coconut industry
- Grow the category responsibly around the globe through initiatives like National Coconut Day (June 26) and marketing communication efforts
- Amplify your voice as an industry leader within and beyond the coconut category
- Be at the forefront of initiatives to change coconut's allergen classification and remove it from the tree nut category
- Receive exclusive access to insights and technical support about industry issues, regulation and science
- Access proprietary market research and key stakeholder insight reports



Questions?





# THANK YOU!

Len Monheit  
Executive Director  
Coconut Coalition of the Americas  
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[CoconutCoalition.org](http://CoconutCoalition.org)

