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Pwrd By The Butcher's Daughter



PLANT-BASED MARKETING OFFER

By AURIANE BORREMANS
(The Butcher's Daughter)

AURIANE BORREMANNS



AS THE THIRD GENERATION OF A FAMILY OF BUTCHERS, HER PASSION FOR FOOD LEADS HER TO THE PLANT-BASED INDUSTRY!

Her inspiring story starts with a graduation in Hospitality. Clearly not enough for Auriane and her ambitions. She directly pursues a first Master's degree in Culinary Innovation at the French Paul Bocuse culinary Institute. Her ambitious willing to learn leads to a second Master in Future for food, in Bologna. Throughout both of these Masters' degrees, our foodie enjoyed many internships and gained considerable practice skills at companies such as Häagen-Dazs, Starbucks, Yoplait, American Airlines as a product developer but also at a few Michelin Star restaurant.

Auriane loves travelling. She has met multiple future of food actors, seen the evolution of the market in all the visited countries and gained a tremendous global perspective to, today, inspire and guide her clients better. It is through her second Master's degree that she sent a proper goodbye the student era with a book on the future of protein in collaboration with the FAO.

Going back to her "butcher blood". In order to understand the evolution of eating less meat, Auriane gets on a new road, she becomes a vegetarian. Thanks to her international experience and a future-oriented mind, she has become a real expert in the industry. Today, Auriane keeps travelling but mostly within supermarkets. Observing and analyzing the plant-based segments, new products and consumers' behaviors which is for her the best source of inspiration to help smaller or bigger companies to adapt to tomorrow's food industry.



Hi, My Name is **AURIANE**. How can I help you ?

My services are always **consumer-oriented** to create the products & services for them. Therefore, I have developed my services around the 5 human senses.
From smelling to tasting, I will guide you through the plant based market !



SMELLING

- TRENDS PRESENTATION
- SPEAKER/MODERATOR OF YOUR EVENT

*Do you really follow up the market you're in ? The plant-based market is moving fast and I will help you **catch up** with an open door to the latest (r)evolutions...*



LOOKING

- COMPETITIVE LANDSCAPE

*Learn from your **neighbours** ! Take time to look at your competitor's behaviors & learn to identify their next moves to better adapt your strategy.*



HEARING

- CONSUMER INSIGHTS, CONSUMER BEHAVIOR & PROFILING

*Like applied market research, we will take time to **listen carefully** to your (potential) consumers & you may be surprised by their purchasing process !*



TOUCHING

- TARGET MARKET & DIFFERENTIATION
- MARKET OPPORTUNITIES IDENTIFICATION

*After a long observation of the consumers & trends in your category, I will help you identify your target market as well as your **potential market opportunities** & ideal **offering**.*



TASTING

- PRODUCT DEVELOPMENT & RECIPE WRITING

*With my gastronomic background & current foodie profile, I will help you develop your **new plant based recipes** adapted to your needs & requirements.*

CONTACT

SMELLING

Trends Presentation

You must be **conscious** of scope of development and be aware of the predictions of growth or any trends that are relevant to your business.

I will update your company with **the fast-changing world of plant-based evolutions** and make your organization future-proof by creating a curated presentation revealing trends and insights with an in-depth overview of end-products according to your category. This service includes brainstorming sessions &/or presentations to showcase the latest trends & explore opportunities for your segment.

Work Case

The Client's Request : What will the future of retail looks like ?

The Work : Research & Curation of Retail Store Trends internationally
+ 1 hour presentation to the company.



- In french or english
- Minimum 1 hour **presentation** on a topic of your choice, plant-based oriented.

Speaker/Moderator of your event

I will **animate your events** and share my expertise on the plant-based industry through open discussions with your team(s). The moderation with an expert gives an added professional tone to your events related to the growing plant-based events.

Work Case

The Client's Request : What will the future of food looks like & in which startups/scaleups should we invest in ?

The Work : 2 hours presentation of the Food System & its latest innovations and evolutions.



- In french or english
- Moderate your food related public **event**
- **Speaker** about the plant based (r)evolutions & trends
- Speaker about my own brand plant based ready meals LA FILLE DU BOUCHER



LOOKING

Competitive Landscape

As part of your **market research**, you will want to spend a fair amount of efforts exploring your competitor's behavior. An essential key for a better understanding of what **threats** they actually represent to your business, what you can learn from them and how your products can stand out.

I will support your organization in the analysis of your respective food category market through the following aspects:

***Competitive landscape** : understand what the threats are to your business, what you can learn from them and what you can do differently.

***Product/service** : what are their products or services characteristics, how do they differ from yours, what is their pricing strategy, how much traction has their product or service gotten.

***Marketing** : how do they communicate on what they're doing, what does their website say, do they have reviews/testimonials so you can see what other people say about them, have they gotten a lot of media coverage.

Work Case

The Client's Request : What should be our pricing strategy as well as our positioning with a new plant based milk ?

The Work : Research & analysis of the plant based milks category in the organic shops in Belgium (pricing & marketing pov)



- Direct & Indirect competitor analysis within your segment
- Competition analysis within an **opportunity**
- Current **Positioning report** of your brand & your competitors



HEARING

Consumer insights, consumer behavior & profiling

A crucial component of your business's success is understanding **who your customer is**, his/her motivation for being willing to pay for your product/service and the need/pain point you are addressing to them.

Qualitative research focuses on how and why people think and feel about something whilst quantitative research will deliver facts and figures. The food industry evokes strong emotions to people so it is a better option to use qualitative research to understand what motivates them regarding food consumption food innovations. The downside of a quantitative research is that people's actual behavior differs from their intentions. Whilst they may say they would choose one brand over another because of ethical considerations, **unconsciously**, the price might be the ultimate factor in their decision making.

The numbers from quantitative research are translated in the behaviors while the behaviors also should highlight these numbers !

Therefore, **I emphasize a lot on observations to better analyze their actions.**

Work Case

The Client's Request : How do consumers choose their prepared meal in the store ?

The Work : Observation of consumer behaviors & interviews conducted during 2 weeks in the store + Presentation of the results & suggestions to improve the category & labels.



- If you (don't) have a product on the market & want to **know how consumers behave** in your category.
- Both researches can be conducted in French or English.
- I will support you by professionally looking at consumer behaviors, consumer **decision tree** & product usages. To do so, I will conduct a qualitative research through discussions, interviews and observations to identify your consumer profiles & their deep needs.



TOUCHING

Target Market & Differentiation

Be prepared to constantly have your **"reasons why's"** your product exists & how is it different in the market. In order to identify these ones, you will conduct a research in order to understand **who** is buying/will buy your product. Which target market **truly trust your brand** & products/services ? Above that, a clear and well-defined brand positioning will help you identify your target and understand how you will set yourself apart from the competition.



- I will help you define your **USP** ("reasons why's") & brand positioning
- Study Report with your market & **target market** of your brand and/or your products. This can be conducted with a data analysis and/or a consumer behavior research (see above HEARING)

Market Opportunities Identification

With a good understanding on food trends within your category, a set brand's DNA and fixing your company goals, I will support you in the definition of **new potential market opportunities & strategy**. They can be identified in various ways including consumer segmentation (target market), direct competition analysis (competitive landscape), environment analysis but also looking for shifts in the consumer behavior & purchase. I will then pinpoint a list of scenarios or so called "market opportunities" you will choose to enter or not.



- Define with your company what are your market opportunities & positioning scenarios within a report

CONCEPTS INSPIRANTS

"Ovenschotels"

Mise à part le couscous de Boubasud et la paella du Traiteur, les plats complets pour plusieurs personnes sont régulièrement des plats à gratiner comme par exemple les hachis parmentier ou lasagnes.

En Hollande, des plats nommés "Ovenschotels" existent pour ce type de besoin: Un besoin de partage.

Ceux ci peuvent être réchauffer au four à micro onde ou four traditionnel (voir la taille des micro onde dans les foyers?).

(Il existent en effet les composants asiatiques et les composants viande en sauce)

[illegible]

TOUCHING

Quick Marketing Offer & First Product Prototype

Armed with the market opportunities, brand positioning & strategy, you will be well-placed to **refine the new offering**. It is the hook that gets your consumers to buy; this includes the range of packaging, recipe & price. The next phase is to design the first product prototype by efficiently considering the end user's needs in order to increase your chances of the product or service being adopted successfully. Within this prototyping phase we will also explore the manufacturability & viability of the product/service with consumers.



- Full Report & Presentation of the **marketing offer** based on the market opportunities & brand strategy.
- *(With your marketing & R&D team)* Development of your first product **prototypes** - can be until the product official launch.

Work Case

The Client's Request : The Client Needs to differentiate himself in the growing dips & spreads category.

The Work : Creation a full report including concept inspiration, market analysis, strenght & weakness report of the range and finally strategy opportunities for this range.



TASTING

Product Development & Recipe Writing

If you have a food company, food recipe box company or restaurant, I develop **plant-based recipes** according to your needs, requirements & your target audience.

Based on my constant research in **national & international food trends**, as well as social media trends, I constantly create relevant recipes based on identified opportunities. With a gastronomic background (Paul Bocuse Msc & Michelin Star experience), I provide my professional expertise in the recipe development according to the project & audience.

(In French, English & Dutch)



- Brainstorm, plan & create editorial **food content** for your website, blog, newsletter & social media channels
- Develop, write and edit **step-by-step cooking instructions**.
- Write new recipe within one segment (ex : new seasonal plant based burger)
- Create a menu for your **food box** on a weekly basis
- Create a new range of products based on an identified offering
- Create a plant based offer in your **restaurant**

(Excl. Food Photography)

Work Case

The Client's Request : The Client Needs to follow up with the food within its restaurants chain menu & be easily adapted to the cafe facilities.

The Work : Food Trends Analysis with the client + Market Opportunities Identification & Feasability + First Prototyping of the Products

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IT WAS A GREAT OPPORTUNITY TO WORK WITH SUCH AN INTERNATIONAL CHAIN OF RESTAURANT & DEVELOP A PRODUCT BASED ON THE CURRENT DEMAND & TRENDS OF THE CONSUMER : A "NO CRUST" QUICHE & AN OVERNIGHT OATS WITH CHIA SEEDS

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AURIANE
BORREMANS



White & Roasted Red Pepper Egg Bites, Starbucks US & Canada

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