



# Introducing Future of Food Institute

Insight. Collaboration. Results. Impact.



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## Our Mission:

Help sustainable food companies innovate faster and communicate with more impact, by offering crystal-clear consumer insights.

Using our insights, our clients can develop the **right products, for the right consumers, with the right message.**

## What makes us different?

- We are the specialised consumer insights agency in **sustainable food choices**.
- We know what's happening in the food chain. Whenever we can, we draw from **existing knowledge**, trends and media.
- We are a network organisation. For our projects we build the **best suitable team** by connecting experts, universities, consultants and researchers.
- Our effective and efficient way of working gives you **more insight for your budget**.

Since 2018 we love to work with mission-driven food brands and non-profits that have **a positive impact on society and our planet**. Together we empower consumers to make food choices that are good for them as well as the planet.

We offer all proven market research methodologies. On top of that we have a number of specialities:

- Our proprietary consumer segmentation, **Food Profiles**. We have identified 6 distinct **types of consumers**, each with a different mindset when it comes to food choices.
- Our curated **insights, trends and innovations database** containing hundreds of inspirational developments in marketing & advertising, tech, policy, and consumer **insights** in the food and sustainability sector.

## Our areas of expertise



Strategy &  
Positioning



Innovation



Branding &  
Communication

## Our capabilities



Quant &  
Qual Insights



Trends, Media  
& Knowledge



Field studies



Network  
Organisation

## Some of our clients and partners

**FOOD CABINET**



**CARBERY**

**Bionext**

**KUMASI**

**VIV ERA**

**LOWLANDER**  
SUSTAINABLE ROTATIONAL

**puratos**  
Food Innovation for Good



# How can we help?



## Quantitative Research

**Reliable numbers** help turn complex decisions into clear direction. We combine category expertise with efficient, high-quality research execution—giving you quantitative insights you can trust to move your business forward.



## Qualitative Research

Qualitative insights reveals the **motivations, emotions, and cultural beliefs** that shape consumer behavior. With extensive experience in sustainable food choices and a strong team of experts, we uncover the deep human insights that spark innovation and sharpen strategic direction.



## Food Profiles

Food Profiles is a research-backed **segmentation** model that identifies six distinct consumer types based on their food values, motivations, and behaviors—providing far more precision than traditional demographic segmentation. Developed by Future of Food Institute and Food Cabinet, it helps brands tailor their products, messaging, and innovation strategies to what truly drives each consumer group.



## Usage & Attitude

Usage & Attitude research gives you a deep understanding of how consumers **use** your products (and your competitors')—and how they **think and feel** about them. By combining real-world usage behavior with emerging category developments and global consumer trends, we help you future-proof your portfolio and fill your innovation pipeline with products consumers truly want.



## Concept Testing

Concept testing helps you de-risk innovation by **validating ideas** early with real consumers, ensuring your next product or proposition is grounded in evidence rather than assumptions. We deliver fast, reliable, cost-effective, and actionable concept evaluations—refining ideas, uncovering new opportunities, and strengthening propositions before full-scale development.



## Communication Research

Communication research ensures your **messaging** truly **resonates** by grounding it in the language, tone, and motivations of your target audience. By involving real consumers early, we help you develop clear, relatable, and high-impact communication that makes every advertising euro work harder.



## Policy Research

Policy research helps ensure that interventions, regulations, and campaigns are grounded in a solid understanding of real consumer behaviour and the motivations and barriers that shape this behavior. By combining **behavioral insights** with our deep expertise in sustainable food choices, we help policymakers design effective, evidence-based solutions that truly drive positive change.





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