

What We're Watching

No. 08 – 2023

The standard rule is that you cannot be all things to all people.

But as a potential exception to that rule consider the Chickpea.

- ◆ When it comes to the role that ingredients play in food choices consumer priorities are emphasizing characteristics such as recognition/familiarity, nutrition, taste and sustainability. Chickpeas have strong standing with consumers in all these areas, and more.
- ◆ Chickpea has an established presence of significant scale as a finished product on the food landscape, and now stakeholders are increasingly finding new ways to include Chickpea (in its multiple formats) in their offerings.

Implications and Opportunities:

- Explore opportunities to include Chickpea as an ingredient in food products where its performance and benefits will align with consumer acceptance, even seeking, of the ingredient.
- Intact Chickpea will continue to have a significant role (salads, sandwiches, ready meals) but consider also the alternative formats such as flour or protein that offer emerging ways to leverage Chickpea.
- Explore Chickpea's potential role as a differentiation ingredient especially in baked-goods such as Tortillas, Crackers, Pizza Crust, Breads, Bars.



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Chickpeas – as an intact pulse and/or as a further refined ingredient – offers a wide variety of opportunities to connect with consumer interest.

Consumers know of Chickpeas and they also know about Chickpeas.

The relatively unique combination of familiarity and knowledge that consumers have for Chickpeas positions them as a particularly compelling ingredient option.

- 94%** | of consumers are **familiar with/have heard of** Chickpeas.¹
- 54%** | of consumers* credit Chickpeas as having **high nutritional value**.¹
- 73%** | of consumers* agree; Chickpeas are an **accessible** ingredient – I **know them** and am **not confused** when used as an ingredient in foods.¹
- 63%** | of consumers* agree; Chickpeas are an **up-and-coming** food ingredient.¹
- 59%** | of consumers* agree; Chickpeas are the type of ingredient I **like to see included** in the foods I buy.¹

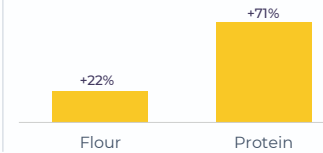
*Among consumers familiar with Chickpeas

Hummus and Chickpeas are very established retail categories; F&B manufacturers are now also finding uses for Chickpea in different formats.

~250m

Lbs. of Hummus and shelf-stable Chickpea sold annually in retail, a value that reaches nearly \$1b in sales.⁴

Share of Usage in Total New F&B Product Launches: 2019 - 2022 CAGR²



About one in six Total Foodservice operations menus items with Hummus and/or Chickpeas – and the usage is on the rise.

+5%

Growth in the number of Total Foodservice menu items with Chickpea and/or Hummus: Q2 2023 vs Q2 2022.³

Here are some of the top menu categories where Hummus and/or Chickpea are increasingly being served:³

- Bowls (+13%)
- Vegetable Dish (+12%)
- Breaded Appetizer (+9%)
- Salad Main Dish (+8%)
- Sandwiches (+4%)

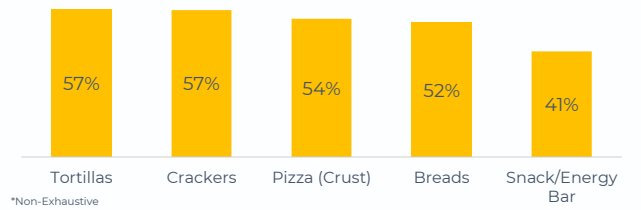
Highly favorable consumer perceptions of Chickpea translate into positive purchase intent for food products where it is a featured ingredient.

Consumer Perceptions* of Chickpea¹

Attribute	% Agree
Rich in Nutrients	81%
Source of Fiber	80%
Source of Protein	79%
Source of Vitamins	78%
Tastes Good	70%
Good for the environment due to growing process	49%

*Non-Exhaustive, Among consumers Familiar with Chickpea

Positive Purchase Intent for Food Products* with Chickpea as an Ingredient¹



*Non-Exhaustive

1 - Ardent Mills Proprietary Analysis/Research; 2- Innova Market Insights; 3- Technomic; 4- Byzzer/Nielsen (Total FMCG)